WALL PAPER SAMPLES

A BOOK OF BEAUTIFUL DECORATING POSSIBILITIES

MONTGOMERY WARD & CO.

NEW YORK. CHICAGO. KANSAS CITY. FORT WORTH, TEXAS. PORTLAND ORE.

How to Ascertain the Quantity of Paper and Border for Your Rooms

Measure the distance around each room. Then measure the height from floor to ceiling. Then refer to the following Table which will indicate the number of Double Rolls of Sidewalls, Yards of Border and Double Rolls of Ceiling required.

Do Not Deduct for Windows and Doors as We Have Made Allowances in Our Table

We offer in this book one of the largest and most comprehensive assortment of wall covering, in tony patterns and snappy colors, ever shown under one cover. Each number is the best and most artistic of its character that can be found in the leading manufacturer's offerings. We have not spared time or money in making this the finest selection of wall papers we ever offered. We call special attention to our large variety of **cut-out borders**, the kind that make the most pleasing, inexpensive, up-to-date decoration of the times. We have them appropriate for any room. Our prices on the entire line are the lowest that could be named, when quality and artistic merit are considered. Always remember that if you order wall paper from us, and it is not satisfactory, or you do not think you have saved at least 25% on your purchase, return it to us and we will refund the purchase price and transportation charges.

All of our Wall Papers are put up in double rolls 16 yards long and 18 inches wide containing about 70 square feet. For large Halls or Churches obtain the square feet of walls' surface and divide by 70 to get the number of double rolls wanted.

USE APPROPRIATE COLORS, ETC.

In selecting the colors for different rooms do not use red for a room with a southern exposure, particularly if there are numerous windows in it. Red would make the room unbearable in the summer time. Green, brown, olive, blue, or light shades should be used. Rooms with a northern exposure should be papered with bright, warm colors, such as red, pink or yellow, which give a warm, cheerful appearance in winter.

Also consider the size of the room and the height of ceiling. Small figures are more suitable for small rooms. However, paper with a large figure that is not conspicuous will look well in a small space. A stripe paper makes the room look higher and a drop ceiling has the reverse effect.

READ THIS BEFORE ORDERING BORDER

Regular wall paper border is printed on paper 19½ inches wide. There is nothing narrower printed; therefore in manufacturing a 9-inch border, two borders are printed on a width and a 16-yard roll of paper 19½ inches wide contains actually 32 yards of 9-inch border. When a customer orders 16 yards of 9-inch border we send 8 yards of regular width paper, which contains 16 full yards of 9-inch border. Cut the paper along the middle and you will have two pieces each 8 yards in length. All prices quoted on 9-inch borders are for single yards of one-half the width of the paper.

Distance Around Room, Feet	Double Rolls of Side Wall Necessary, According to Height of Room					Yards of Border	Double Rolls of Ceiling
	8 Ft.	9 Ft.	10 Ft.	11 Ft.	12 Ft.		
30	4	4	5	5	5	10	1
32	4	4	5	5	6	11	1
34	4	5	5	6	6	12	2
36	4	6	5	6	6	12	2
38	5	5	6	6	7	13	2
40	5	5	6	7	7	14	2
42	5	6	6	7	7	14	2
44	5	6	7	7	8	15	2
46	6	6	7	7	8	16	2
48	6	7	7	8	8	16	3
50	6	7	7	8	9	17	3
52	6	7	8	8	9	18	3
54	6	7	8	9	9	18	3
56	7	8	8	9	10	19	4
58	7	8	8	9	10	20	4
60	7	8	9	10	10	20	4
62	7	8	9	10	11	21	4
64	8	8	9	10	11	22	4
66	8	9	10	11	11	22	5
68	8	9	10	11	12	23	5
70	8	9	10	11	12	24	5
72	8	9	10	11	12	24	6
74	9	10	11	12	13	25	6
76	9	10	11	12	13	26	6
78	9	10	11	12	13	26	7
80	9	10	11	12	14	27	7
82	10	11	12	13	14	28	7
84	10	11	12	13	14	29	8
86	10	11	12	13	14	29	8
88	10	11	13	14	15	30	8
90	10	12	13	14	15	31	9
92	11	12	13	14	15	31	9

Montgomery Ward & Co.

NEW YORK, CHICAGO, KANSAS CITY; FORT WORTH, TEXAS; PORTLAND, OREGON

Chicago Avenue Bridge, CHICAGO

PICTURES THAT EXPLAIN IT ALL

Eight Illustrations that Show the Steps to be Taken to Insure a First-Class Wall-Papering Job

Figure 1

The room is prepared. Boxes, boards, a ladder, a paste brush, a pair of scissors, a bed caster, a whisk broom, paste and the paper are the implements you need.

Figure 2

Pasting the paper. Paste half a strip and then fold the end over to the middle. The paste should be of such a consistency such that it will just drop off the brush.

Figure 3

Pasting the paper. Paste the other half of the paper and fold that end over to the middle. Pasting in this way prevents spotting the paper, with your hands or tools.

Figure 4

Cut off the selvedge edge. The two ends are folded to the middle. Trim paper after paste is applied—never before. Your edge is sure to be even when cut this way.

Figure 5

Papering the ceiling. Draw a line on ceiling 16 in. from wall. Start paper at this line as illustrated. Let paper hang over roll of paper held in left hand.

Figure 6

Papering the walls. If possible start with a door at your left and work to the right. Drop perpendicular line from ceiling and use it as a guide.

Figure 7

Smoothing the seams. Wait for a short time after papering to do this. Then use a bed caster or roller for this purpose. This is an important step you must not neglect.

Figure 8

Hanging the border. Work from the right to the left. Paste in the same manner you pasted the wall and ceiling paper. Be sure the selvedge edge is trimmed off.

HANG THE PAPER YOURSELF

No Need to Hire a Paper Hanger. Follow these Simple Instructions and You Can Do It as Well as He Can

Here are the Steps You Take

1. Order plenty of paper
2. Prepare your room
3. Measure the ceiling
4. Measure the ceiling paper
5. Paste the paper
6. Trim and match ceiling paper
7. Hang ceiling paper
8. Measure the walls
9. Measure wall paper
10. Paste wall paper
11. Trim and match walf paper
12. Hang wall paper
13. Measure border
14. Measure border paper
15. Paste border paper
16. Trim and match border paper
17. Hang border paper

How to Order

Select the paper you want from the samples in this book. Always order by number. Don't send in the sample. The number and quantity are all the information we need. Be sure to order enough. At our prices a large double roll costs but a few cents so don't take any chances of running short.

How to Prepare Room

First move out all the light furniture and rugs, cover up other things with some old cloth or newspaper. Then tear off any old paper that is loose and fill up cracks and nail holes with plaster paris. Bad holes must be plastered.

The Tools You Need

Have two or three planed, smooth boards at least 6 ft. in length for a pasting table and one or two planks, nearly as long as the room is wide, to stand on. Then you need a pail for paste—a paste brush at least 6 inches in width, a pair of shears—a smoothing brush (a whisk broom will do)—a seam roller (you can use a bed caster for this) and five or six horses or boxes. Be sure and have all the tools together before you start.

How to Make Paste

This quantity is enough for one good sized room, ceiling, side walls and border.

Take three pints of rye or wheat flour, rub smooth in two quarts of cold water, add eight quarts of boiling water and let boil slowly until thoroughly cooked, stirring constantly ten minutes. When cold stir in two tablespoonfuls of powdered alum. Thin with cold water till it will barely run off the brush.

How to Paste Paper

Lay a strip of paper on the table printed side down and apply the paste. Begin at the middle and work one way. When you reach the end of the strip fold the pasted end over to the center. Be sure that the edges are even. Then paste and fold the other end in the same manner.

How to Trim Paper

Trim the paper after it is pasted, never before. Cut through both thicknesses of the pasted paper with your long shears, thus taking off one selvedge edge from each strip. Trim right up to the line represented by the printed pattern. Don't trim off both edges.

How to Match Paper

If you cut and trim your paper correctly the stripe will match perfectly, but you want to be sure of this before you smooth the paper on the wall.

How to Measure Paper

Carefully measure the length of your ceiling and the height of your wall. Then mark the distance on your pasting table and cut the paper according to these measurements. Always allow two or three inches extra on ceiling and wall paper for lapping on to the border.

How to Hang the Ceiling Paper

Draw a line across the ceiling 16 inches out from the wall. Start the untrimmed edge of your first strip at this line and let the trimmed edge extend about two inches down the side wall. Always start at one side of the room where the ceiling meets the wall—keep one edge right on the line—smooth the paper as you go along and hold the balance of the paper out in front of you, hanging it over a roll of paper. Use the first strip as a guide for the second and so on.

How to Hang the Side Walls

Begin, if possible, with a door at your left and work to the right. Ascertain with a plumb line whether your door is vertical. If so, use it as a guide for starting. If not, draw a vertical line as near the door as possible and start from this line.

Place your planks on horses or boxes about a foot from the wall you are to work on. Take your pasted strip of paper, unfold it and hold it by the upper corners with pasted side toward the wall. Bring the paper against the wall slowly to be sure that it hangs straight. Then smooth it with the brush and mark it with back of your shears where it hangs over the baseboard. Cut the paper where you have marked it and push it into the crevice. After the paste has set for a few minutes, smooth the seams with your roller.

How to Hang the Border

Be sure, before you start on your border, that the ceiling line is true. If it is not true draw a straight line with the lowest point of your ceiling and run your border along this. Start in a corner, unfold the right end of your strip and work around to the left matching patterns carefully.

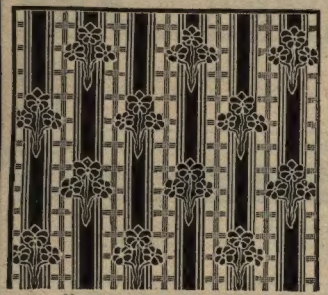
Suggestions

If you are to paper several rooms and are new at the work take the least important room first. Then when you come to the more difficult rooms (the living room and the parlor) you will have practice and the work will be easy.

Our wall papers are all priced in double rolls, each containing 70 square feet and are 18 inches wide after the selvedge is trimmed off, and full 16 yards long. Our borders are either 9 or 18 inches wide, and it is plainly stated on the back of each sample which width border comes with that pattern.

We carry a full line of room mouldings, picture mouldings, chair and plate rails, which are found at lowest prices in this sample book.

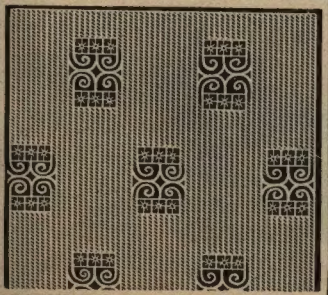
Sanitas Wall Covering



Mention the color wanted

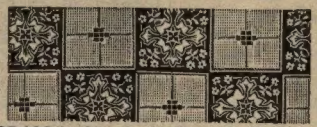
This is a very attractive pattern in our dull finished Sanitas Wall Covering that comes in light blue or green effects and makes very attractive and cheerful wall decorations. Shipping weight, 19 oz. per yard. Width, 47 in.

3P4081—Price, per yard **$0.20**
Full piece of 12 yds. Per piece... **2.25**



3P4085—This is a design in dull finish Sanitas Wall Covering. It was selected in preference to hundreds of others, and deserves much admiration. It is made in two colors—olive and white stripes, with green design; or blue and white stripes, with blue design. Mention the color wanted. Width, about 47 in. Shipping weight, 19 oz. per yard.

Price, per yard **$0.20**
Full piece of 12 yds. Per piece.. **2.25**



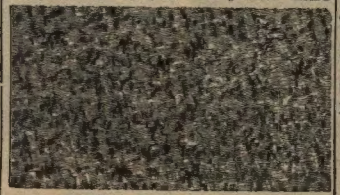
3P4091—Glazed Sanitas Oil Cloth, as illustrated. In a neat block and floral design. Can be used with decorative taste in any room. Persons selecting this number will make no mistake. The colors are green or blue. Mention the color wanted. Width, about 47 in. Shipping weight, 19 oz. per yd.

Price, per yard **$0.20**
Full piece of 12 yds. Per piece.. **2.25**

Mention the color wanted

3P4101—Sanitas Wall Covering, in a smooth or glazed finish, in a tile effect, as illustrated, is most suitable for kitchens and bath rooms, being perfectly sanitary. The colors are blue or green. Width, 47 in. Shipping weight, 19 oz. per yd.

Price, per yard **$0.20**
Full piece of 12 yds. Per piece.. **2.25**

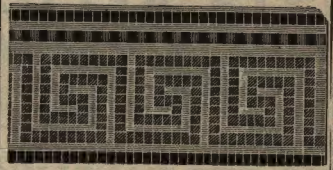


Mention the color wanted

3P4105—It is always satisfactory to cover your ceilings or wall with a material that can be easily cleaned. This is a clouded effect that makes a splendid ceiling, or can be used in any way that taste will dictate. It is in two colors. Blue or light green. Width, 47 in. Shipping weight, 19 oz. per yd.

Price, per yard **$0.20**
Full piece of 12 yds. Per piece.. **2.25**

SANITAS BORDERS



Send for samples to show color quality.

3P4111—7 in. wide, blue.
Per yard **5c**

3P4113—7 in. wide, green.
Per yard **5c**

Sanitas Wall Border we show in two patterns and two colors, to match most of the colorings of wall covering we quote. It is 7 in. wide and makes a very neat finish. Shipping weight, 3 oz. per yard.

3P4115—Green. Per yard.....**5c**
3P4117—Blue. Per yard **5c**
3P4121—Sanitas Wall Covering, in solid covers, used by decorators for side walls, ceilings, or any decorative way to suit. The colors are tan, light green, dark green or yellow. **Always mention the color wanted.** Width, 47 in. Shipping weight, 19 oz. per yard.

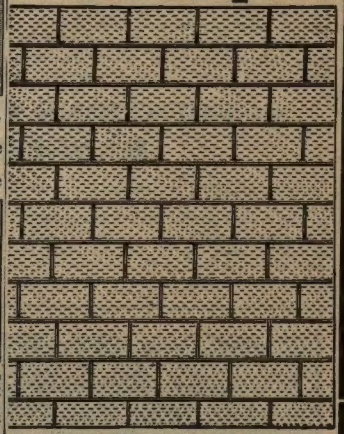
Price, per yard **$0.20**
Full piece of 12 yds. Per piece... **2.25**

RELIANCE WALL PAPER PASTE

2P6021 **The best and most economical paste on earth for Paper Hangers, Bill Posters, or any one who needs good paste** and needs it quick. It is simply mixed in cold water until the required thickness is secured. **That's all.** It is not intended to be made in bulk, but is mixed at the job, and is ready for immediate use.

Price, per package, 15 oz.....**10c**
Price, per package, 2½ lbs.....**20c**

Varnish Tile Wall Paper



2P6015 **Varnished, tiled wall papers are made to represent genuine tiling and are used extensively for bath rooms, kitchens, halls or dados.** The same pattern is usually used for both side wall and ceiling, giving the appearance of a tiled room. The above number comes in white and blue. Send for samples. It is 18 inches wide and there are 16 yards in a double roll. Weight, per roll, 28 oz. **25c**
Per double roll.....

2P6019 Varnished, tiled border, 4 in. wide to match.
Per yard **2c**

BULL DOG WALL SIZING "NEVER LETS GO"

2P6027—New plastered walls, whether smooth, rough or painted, should be sized before papering, as they are more or less porous and absorb the paste, when the paper will peel off. Use our sizing, **which is easily mixed with cold water,** and your wall paper, if hung properly, will always be smooth and tight to the wall.

One package (1 lb.) will make a gallon of sizing. Full directions with each package.

Price, per package.....**15c**

LINCRUSTA RELIEF

Lincrusta Relief is acknowledged by the best decorators to be not only the most perfect goods of this grade ever shown in this country, but the most practicable. It is an improvement on Lincrusta Walton that has always been sold at prices that made it too expensive for the ordinary purchaser. These goods we are now offering at prices that any one can afford if they wish a strictly first class, up-to-date, sanitary wall covering that will last forever, as it can be recolored or painted any time to suit the taste or prevailing style. It is especially adapted for dining rooms, halls, vestibules, dados, or the lower wall in any room. Small samples will be sent upon request.

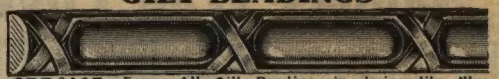
SUGGESTIONS FOR THE HANDLING AND HANGING OF LINCRUSTA

Before unrolling or trimming in cold weather, it should be placed in a warm room which will tend to soften up the material. Utmost care should be taken in trimming the edges straight. Cut the material to the design margin with a sharp knife, holding the knife at a slight angle so as to undercut the goods and insure a good joint. A heavy paste mixed with about one quarter glue should be used warm (in fact should be used hot in cold weather) and be sufficiently and evenly worked in. If the Lincrusta relief should become soiled in handling use a little soap and water, or spirts of turpentine applied with a sponge, which will quickly remove all stains.

2P6005 **Lincrusta Relief in a modern Empire silk effect** that is suitable for either entire rooms or lower third and has to be seen to appreciate its beauty. It is made in three colors that are all good, a rich red, dark green or buff. Width, 20 in. Weight, per yard, 17 oz. Mention the color wanted.
Price, per yard **14c**

2P6011 **A splendid pattern in Lincrusta Relief;** very appropriate for halls, vestibules, dados, etc. This design is in strong relief, as the pattern is very heavy. It is made in three colors, all splendid in this pattern, a rich red, dark green or brown. Weight, 17 oz. per yard. Width, 20 in. Mention the color wanted.
Price, per yard **14c**

GILT BEADINGS



2PP6105 **Fancy All Gilt Beading, in design like illustration.** Made ½ inch wide. Used by decorators for panel work on walls or ceiling. It can be used with any color walls, and the effect is very pleasing. Shipping weight, about 1½ oz. per foot.
Price, per foot **1½c**

2PP6111 **Burnished Gold Beading.** The finest made, and makes a lovely finish for any wall, ceiling paneling, or any other decorative work. Width, ½ inch. Shipping weight, per foot, about 1½ oz.
Price, per foot **1½c**

2PP6115 **A very neat and attractive all gilt flat beading, in the pyramid design.** The background is the pebbled effect, with the design polished smooth, which makes handsome paneling or decorative treatment. Width, ½ inch. Shipping weight, per foot, about 1½ oz.
Price, per foot **1½c**

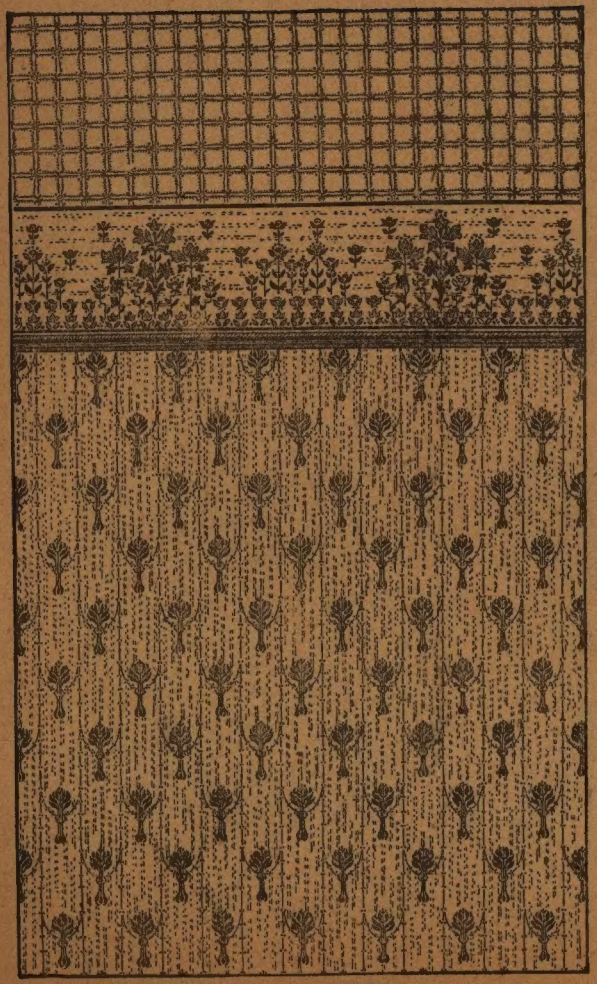
OAK PLATE RAILS

2PP6131 **Imitation Oak Plate Rail, like the illustration.** There is no dining room or library quite complete unless fitted with plate rail. It is not only ornamental, but very useful for holding photos, china, etc. Width of shelf, 3 in.; highly polished. Shipping weight, per foot, about 9 oz.
Price, per foot **7c**

2PP6135 **Plate Rail.** Same grade and style as 2PP6131, only the shelf is 4 inches wide. Is very attractive. Shipping weight, per foot, about 11 oz.
Price, per foot **9½c**

2PP6141 **Plate Rail of Genuine Oak.** Shelf is 3 inches wide. Shipping weight, about 14 oz.
Price, per foot **8½c**

2PP6145 **Plate Rail. Genuine Oak.** Style like illustration, and finely polished. Shelf, 4 inches wide. Shipping weight, about 17 oz.
Price, per foot **10c**



Pattern 2P10

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P10 **Price, Per Double Roll 5c**

A neat, conventional figure in yellow and green on a light background makes this selection especially attractive. The design is arranged to give a striped effect. The 9-inch border while simple, is nevertheless very pretty.

One point to remember in an inexpensive paper like this is—whether you do the work yourself, or hire someone to do it, it costs just as much to hang a cheap paper as it does to hang a more expensive one. True economy rests in quality and satisfaction. Our selection is larger and better than ever before. Bigger and better opportunities are offered for your selection and we know it will be to your interest to select a better grade at our money-saving prices.

Sidewall pattern, No. 2P10, per double roll..... 5c

Border, 9 in., No. 2P11, per yard..... ½c

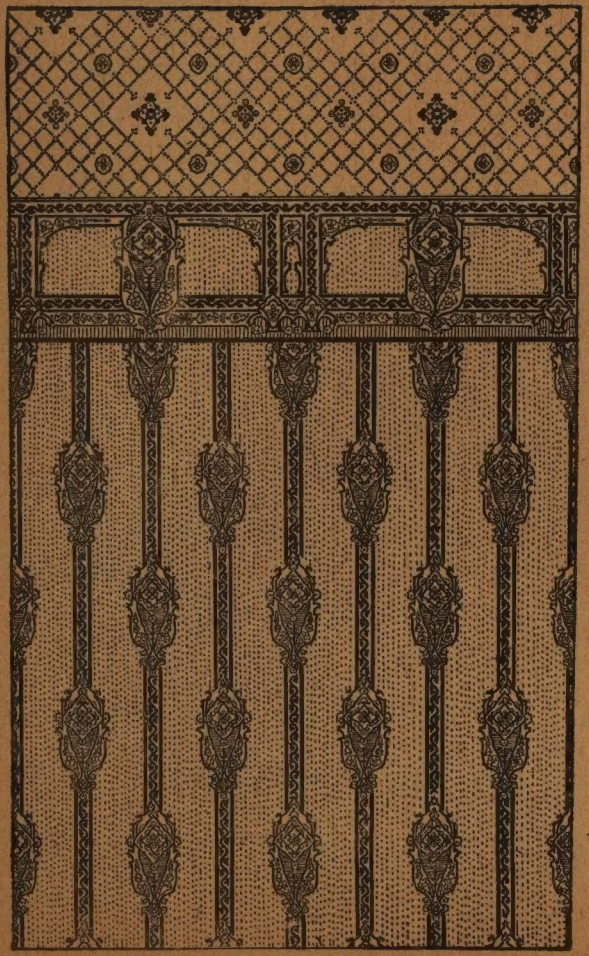
Ceiling pattern, No. 2P12, per double roll..... 5c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO



Pattern 2P14

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P14 — **Price, Per Double Roll** — **6c**

Unusual style and dignity are shown in this inexpensive paper. A conventional design in old rose breaks the monotony of the stripe effect, and lends a soft tone to the semi-chambray background. The colors are soft and restful, and are quite appropriate for dining rooms, living rooms, or halls. Exceptionally good taste is displayed in the 9-inch border which is divided into sections, giving it character and tone, and making it a splendid choice as well as a rare value.

Sidewall pattern, No. 2P14, per double roll..... 6c

Border, 9 in., No. 2P15, per yard..... ½c

Ceiling pattern, No. 2P16, per double roll..... 6c

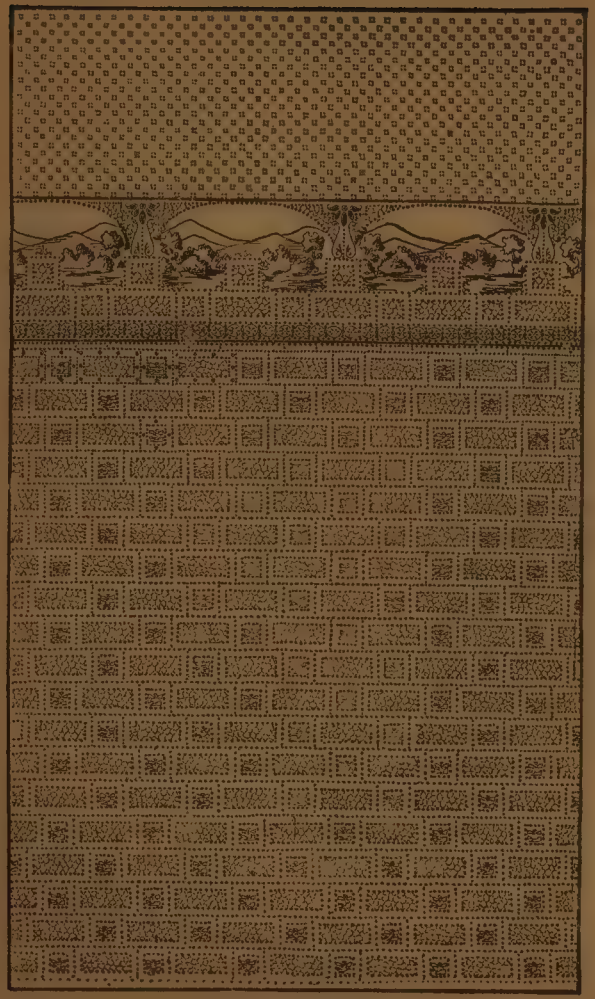
RETAIL VALUE 9c PER DOUBLE ROLL

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO



Pattern 2P22

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P22 **Price, Per Double Roll** **7c**

Brighten up your home or store. Make it interesting and livable by using this clean-cut, marbleized granite effect paper. The colors harmonize splendidly, and are just the thing for the bathroom, hall, kitchen or store. The little scenic effect produced in the 9-inch border, with its hills and trees and clear skies, brings just that little touch of outdoor life which makes it an interesting choice, one that will prove a big seller. Another thing to be mentioned: it does not show signs of soil easily.

Sidewall pattern, No. 2P22, per double roll..... 7c

Border, 9 in., No. 2P23, per yard..... ½c

Ceiling pattern, No. 2P24, per double roll..... 7c

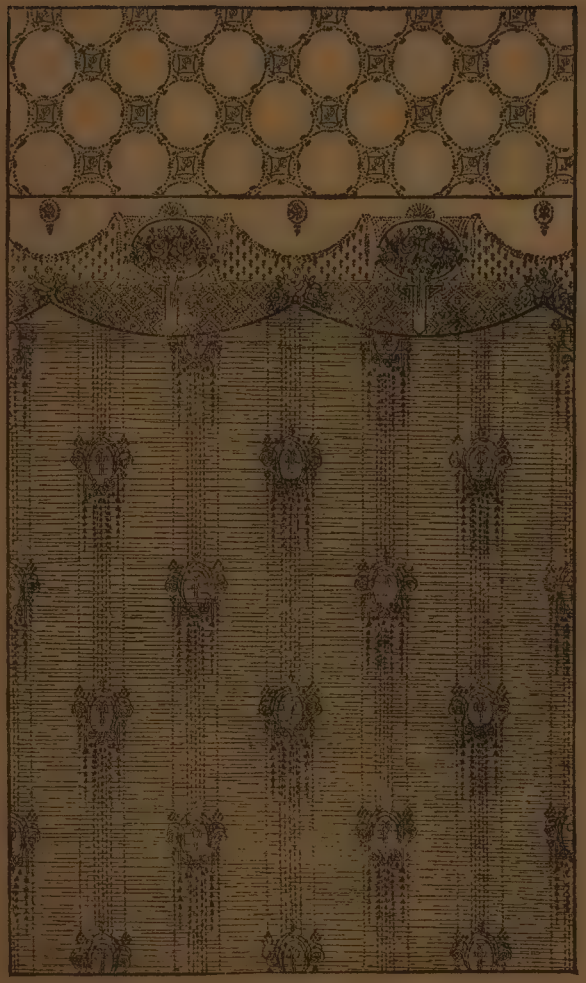
WORTH AT LEAST 10c PER DOUBLE ROLL

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of moulding on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**



Pattern 2P26

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P26 **Price, Per Double Roll 8c**

Women who are dainty and neat exercise much thoughtfulness and care about the furnishings of their home. The Wall Paper is always the first consideration, as it is the background for the other furnishings. This paper cannot fail to please the most discriminating, as it is one of the newest ideas in design, coloring, and tone. Tiny rosebuds entwine themselves around the medallion and fall gracefully, giving that little touch of daintiness which is so appreciated. The brown stripe blends well with the mauve background in semi-chambray effect.

Artistic style is shown in the 9-inch border, which is caught up with little bunches of French roses. A point d'esprit effect in white renders it especially attractive for the boudoir, guest room, or small parlor. Easily worth 12c per double roll. The border can be hung in the usual way, or easily cut out, as illustrated.

Sidewall pattern, No. 2P26, per double roll..... 8c

Border, 9-inch, No. 2P27, per yard.....½c

Ceiling pattern, No. 2P28, per double roll..... 8c

Room mouldings 1½ in. wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO

Pattern 2P30

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P30 — **Price, Per Double Roll 8c**

For the sleeping room or guest room, this design is especially inviting. It is cool and restful, and will tone beautifully with soft curtains and delicate pale blue hangings. The color scheme will be found very unique, if one displays a little taste. The pale blue stripe has a little touch of white peeping through, which offers pretty contrast to the fancy ribbon stripe.

Individuality is achieved in the 9-inch border, which blends from a deep clouded effect into a faint ceiling, closely resembling air-brushed work. Lavender wild flowers trailing along the edge and in the green empire wreath produce one of the best effects shown. At our price you can afford to beautify your sleeping apartment, and make it attractive and refined. This paper will cost you elsewhere 12c per double roll. This border can be hung in the usual way, or easily cut out as illustrated.

Sidewall pattern, No. 2P30, per double roll..... 8c

Border, 9 in., No. 2P31, per yard..... ½c

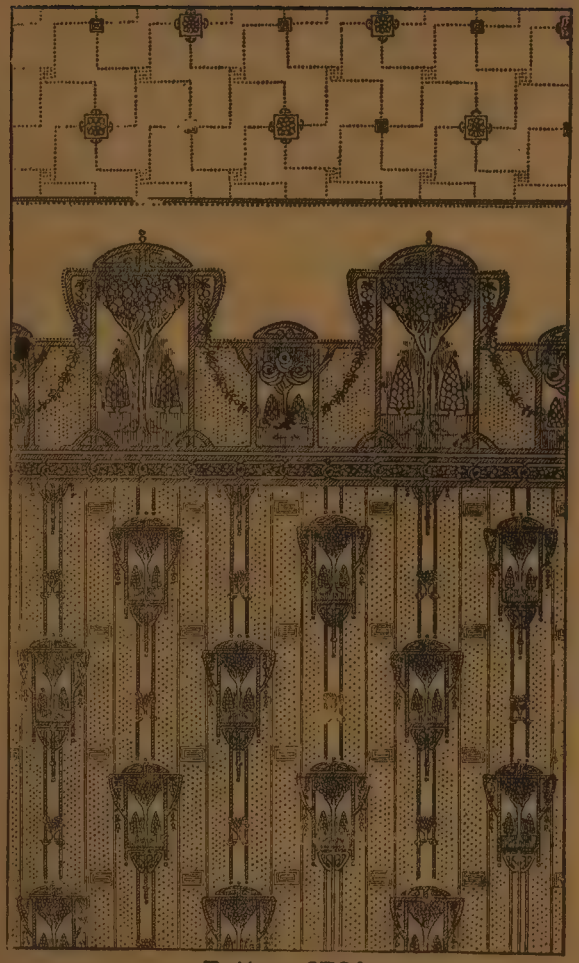
Ceiling pattern, No. 2P32, per double roll..... 8c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO



Pattern 2P34

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P34 — **Price, Per Double Roll 8c**

Grecian art is beautifully portrayed in this design, which is especially adapted for the dining-room. In order to make our dining-rooms inviting they should be cheerful and hospitable. This pattern has that grace and character which makes all who cross the threshold readily respond to its charm. Your dining-room furniture will show to splendid advantage against this background. A perfect color scheme can be worked out by having your curtains echo the dominant color note in the design, thereby giving the room the little personal touches which are much appreciated by good judges.

The beautiful lines in the border, as well as the coloring, produce a magic influence upon the atmosphere and has the effect of increasing the size of your dining-room. A rare and unusual pattern at a nominal cost. Well worth 12c.

Sidewall pattern, No. 2P34, per double roll..... 8c

Border, 18 in., No. 2P35, per yard..... 1c

Ceiling pattern, No. 2P36, per double roll..... 8c

Room mouldings 1½ in. wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c.

See list of mouldings on back cover.

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Pattern 2P42

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P42 **Price, Per Double Roll 9c**

Do not wait for the balmy Spring days to brighten up your home, Begin now. Making the home attractive and interesting has kept many a son and daughter within the home. Get them interested. Find out if this is the design they prefer for the dining room. If it is, get it by all means, as it will prove a "winner." It has a bas relief or raised effect, which makes it very attractive. Aside from that, the colorings are rich and refined, and will give lasting satisfaction. A gold beading stripe blends well and brings out the light and dark shades, giving it increased value. The medallion between the stripes, in stone effect, relieves it of any monotony, and makes it a splendid seller.

Quiet dignity is found in the 9-inch border, with its lines running parallel. Distinctiveness is shown in the gold beading which separates the sidewall from ceiling.

Sidewall pattern, No. 2P42, per double roll..... 9c

Border, 9 in., No. 2P43, per yard..... 1½c

Ceiling pattern, No. 2P44, per double roll..... 9c

RETAIL VALUE 15c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P46

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P46 **Price, Per Double Roll 9c**

A sleeping room covered with this design gives the impression of restfulness and quietude, and breathes an air of coolness that is refreshing. A sprinkle of black over white, with an apple green stripe broken by two rosebuds is artistic and dainty. The effect is very "Frenchy" and makes a charming wall treatment.

Daintiness is achieved in the simple but artistic lines in the 9 inch border. A garland of tiny flowers caught up in loops and tied with rosebuds wins immediate favor.

Rosebuds at the top give it added beauty. Bedrooms treated with this paper cannot fail to please the most particular as it suggests soft, dainty, fine curtains pretty bed sets, and pure white dresser scarfs. For an inexpensive paper this is considered very good. The border is hung in the usual way or easily cut as illustrated.

Sidewall pattern, No. 2P46, per double roll..... 9c

Border, 9 in., No. 2P47, per yard..... ½c

Ceiling pattern, No. 2P48, per double roll..... 9c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P50

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P50 **Price, Per Double Roll 9c**

A wreath of white flowers tied with feathery ferns makes a pretty contrast to the tan background. White pin stripes give a distinctive tone. The dark brown shown in the stripe, with the lines running parallel in white, produces a cool and restful influence. For the small parlor or bedroom this paper is especially suited.

The floral arrangement in the 9-inch border is quite natural. A white beading studded in green gives it a dainty finish The ceiling has a unique design which gives the combination added interest.

For an inexpensive paper, this will prove a satisfactory choice. The border can be hung in the usual way or easily cut out as illustrated.

Sidewall pattern, No. 2P50, per double roll..... 9c

Border, 9 in. wide, No. 2P51, per yard..... ½c

Ceiling pattern, No. 2P52, per double roll..... 9c

USUALLY SOLD AT 15c PER DOUBLE ROLL

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P54

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P54 **Price, Per Double Roll 9c**

Bright poppies in the center of a stripe have been happily chosen for this soft, creamy background. A latticed design worked out in mica, with a tiny figure in the center, spreads itself over the surface. This paper makes one of the most inviting and gracious treatments for parlor, sleeping room, or boudoir. It will produce a bright, cheerful influence in every home where it is used.

The 18-inch border has many decorative advantages and possibilities. The border may be cut out, using the top and bottom bands as extensions around the sides of windows and doors, and also at the bottom of baseboard. The border, when cut out this way, measures 12 inches. It may be hung in the usual way if desired.

Women with artistic ability need only the slightest suggestion to make their home cozy and comfortable, breathing that atmosphere of happiness and contentment which constitutes the perfect home.

Sidewall pattern, No. 2P54, per double roll.....9c
Border, 18 inches, No. 2P55, per yard.....1½c
Ceiling pattern, No. 2P56, per double roll.....9c

A pleasing choice, worth 15c per double roll.

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P58

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P58 **Price, Per Double Roll** **9c**

For the club room, den. library, reception hall, or living room, this paper cannot be surpassed. The lines are faultless. The colors blend in perfect harmony. A beading in nut brown with a tiny figure in soft green, stands out against the warm, tan background and produces an effect which is thoroughly distinctive and refined. The 9-inch border with its conventional design is considered very good. Paper like this always retains its color, and does not show signs of soil as easily as others. An exceptionally serviceable choice at our money-saving prices. Retail value 15c per double roll. The border can be easily cut out, as illustrated, or hung in the usual way.

Sidewall pattern, No. 2P58, per double roll..... 9c
Border, 9 in., No. 2P59, per yard..... 1½c
Ceiling pattern, No. 2P60, per double roll..... 9c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P62

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P62 **Price, Per Double Roll** **10c**

If the color scheme of your sleeping room is a dainty baby blue, then you have touched the right keynote in selecting this number. Daintiness is revealed in the pretty border, with the garland of natural color marguerites entwined with another garland of blue-eyed forget-me-nots, and caught up in loops. A blue picot edge ribbon forms the border, and shows the flowers winding in and out.

The little white figure on the sidewall is simple and pretty, forming a striped effect which gives it the requisite touch.

The satisfaction one finds in having a room covered with this character of paper more than compensates for the money invested. Paper like this creates a cheerful atmosphere, and promotes rest and quietness, and is soothing to the nerves.

Border may be hung in the regular way, or cut out, as illustrated.

Sidewall pattern, No. 2P62, per double roll.....10c

Border, 9 inch, No. 2P63, per yard.....½c

Ceiling pattern, No. 2P64, per double roll.....10c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft lengths. Price, per foot, 2c. See list of mouldings on back of cover.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P66

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P66 **Price. Per Double Roll** **10c**

The greatest compliment you can bestow on a friend by way of hospitality is to have him rest in a room whose walls are covered with this exquisite French gray paper. A white figure covers the semi-chambray effect, while the daintiest little lavender corn flower bobs up here and there in the center of two columns, and makes it a big favorite. A hand-painted miniature effect strikes the keynote of perfection. Artistic ability is cleverly shown in the 9-inch border. Festoons of corn flowers blending from a deep violet into a pale lavender, and looped up, merit the recognition of people of taste and refinement. A white lace effect peeps around the edges, giving it that rare grace and charm.

Sidewall pattern, No. 2P66, per double roll.....10c

Border, 9 in. wide, No. 2P67 per yard.....½c

Ceiling pattern, No. 2P68, per double roll.....10c

RETAIL VALUE 15c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c.

See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

Pattern 2P70

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P70 **Price, Per Double Roll** **10c**

Paper of this character and tone show that thought and study have been developed in its designing, as it reflects high-class decorative ability. Two stripes in French gray, in moire ribbon effect, with a spray of tiny yellow rosebuds and green leaves winding in and out in natural fashion, give it a certain delicacy and charm. A plain white stripe with mica dots and a miniature rose give it added beauty.

The border shows a garland of roses with ribbon streamers. The loops are caught up with natural tea roses in a pretty, careless way, which makes it very attractive. Border may be cut out as illustrated, or hung in the usual way.

Sidewall pattern, No. 2P70, per double roll.....10c
Border, 9 in., No. 2P71, per yard..... ½c
Ceiling pattern, No. 2P72, per double roll.....10c

RETAIL VALUE 15c PER DOUBLE ROLL

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P74

Ceiling

Border

Sidewall

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P74 **Price, Per Double Roll 11c**

Pastel shades in Nile green, with soft shades of old rose blending into a faint white, make this pattern a pronounced success. The Columns are broken by a little floral design which seems to be happily chosen. Hair-line stripes in brown, between the columns, bring out the desired effects Festoons of apple blossoms shown on the border and hung on a garland of wild flowers, are features of one of the prettiest selections shown this season. A scalloped lace edge finishes the pretty cut-out border. A splendid way to use this border is to cut the 3-inch band at top and use it as a base.

Harmony of coloring and tone makes this number an ideal choice for the parlor or bedroom. It is practical as well as decorative, and will clean beautifully.

The border can be hung in the usual way or easily cut out as illustrated.

Sidewall pattern, No. 2P74, per double roll.....11c

Border, 18 in., No. 2P75, per yard..... 2c

Ceiling pattern, No. 2P76, per double roll.....11c

RETAIL VALUE 16c PER DOUBLE ROLL

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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Pattern 2P78

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P78 **Price, Per Double Roll** **11c**

The soft, warm colors in this design make it a pronounced success for living room, reception hall, club room, den, or dining room. The deep greens and rich reds in the distinctive stripe, lend a pleasing influence to the soft, warm tan background, with its wooded brown hairline stripe, giving it wonderful individuality.

A tapestry effect is carried out in the 9-inch border, with its perfect blending of colors. The dull greens, old rose, warm tan, and rich reds, produce a velvety effect which makes it a big seller. This pattern is restful as well as inviting, and does not show signs of soil as easily as others, as all the colors unite in perfect harmony. You will make no mistake by choosing this number as it is refined and will harmonize with other furnishings. Worth at least 15c per double roll. The border can be easily cut out as illustrated, or hung in the regular way.

Sidewall pattern, No. 2P78, per double roll.....11c

Border, 9-inch, No. 2P79, per yard..... 1c

Ceiling pattern, No. 2P80, per double roll.....11c

Room mouldings 1⅓ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

Pattern 2P82

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P82 **Price, Per Double Roll** **11c**

You will find nothing more serviceable or more inviting for your dining-room than a paper of this quality. It has that bright, snappy appearance which we all admire. The rich velvety colors of deep red, old rose, and green, stand out clear and distinct and contrast splendidly with the tan hair-line stripe in the background. The two-toned stripe has just that touch of mica at the edge, which makes it doubly attractive.

The design in the 9-inch border is perfect. The colors blend from a deep color into a very delicate ceiling, making it one of the best and most satisfactory papers ever offered at the price.

Sidewall pattern, No. 2P82, per double roll.....11c

Border, 9 in., No. 2P83, per yard..... 1c

Ceiling pattern, No. 2P84, per double roll.....11c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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Pattern 2P86

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P86 **Price, Per Double Roll** **11c**

When Robert Louis Stevenson finished his "Morning Prayer" with the beautiful petition to be granted the gift of sleep at the close of day, this great writer must have had in mind a sleeping room whose walls were covered with a type of paper resembling this design. A soft, delicate pink forms the background, while a dainty, fine, white sheer lace net plays over the surface, giving it grace and charm. Tiny rosebuds interspersed with larger rosebuds stand out in the ribbon effect stripe and give it distinction.

A garland of rosebuds suspended from a leafy bough in the 9-inch border, gives it the final touch of perfection. This border may be hung in the regular way, or cut out, as illustrated.

Sidewall pattern, No. 2P86, per double roll.....11c

Border, 9 in. wide, No. 2P87, per yard..... 1c

Ceiling pattern, No. 2P88, per double roll.....11c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of moulding on back cover.

MONTGOMERY WARD & CO.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P90

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P90 **Price, Per Double Roll** **12c**

This pattern will prove a prize winner, as the coloring and design are beautifully executed. A point d'esprit effect is shown in the tiny white figure which covers the French gray background. Then that bunch of delicate pink rosebuds and green leaves is so artistic, so beautifully worked out that it simply holds your attention, and the only conclusion is, you must have it.

Could anything be more natural, more perfect, than the spray of roses in the 9-inch border? It needs only the perfume to be real. Leading decorators praise it highly, as it shows wonderful perception in coloring and designing, and is an exceptional value.

A careful study of our customers' wants, combined with unlimited facilities for production, enables us to give them just what they need in artistic wall paper. The border can be hung in the usual way or cut out, as illustrated.

Sidewall pattern, No. 2P90, per double roll.....12c

Border, 9 in. wide, No. 2P91, per yard..... 1c

Ceiling pattern, No. 2P92, per double roll.....12c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c. See list of moulding on back cover.

MONTGOMERY WARD & CO.

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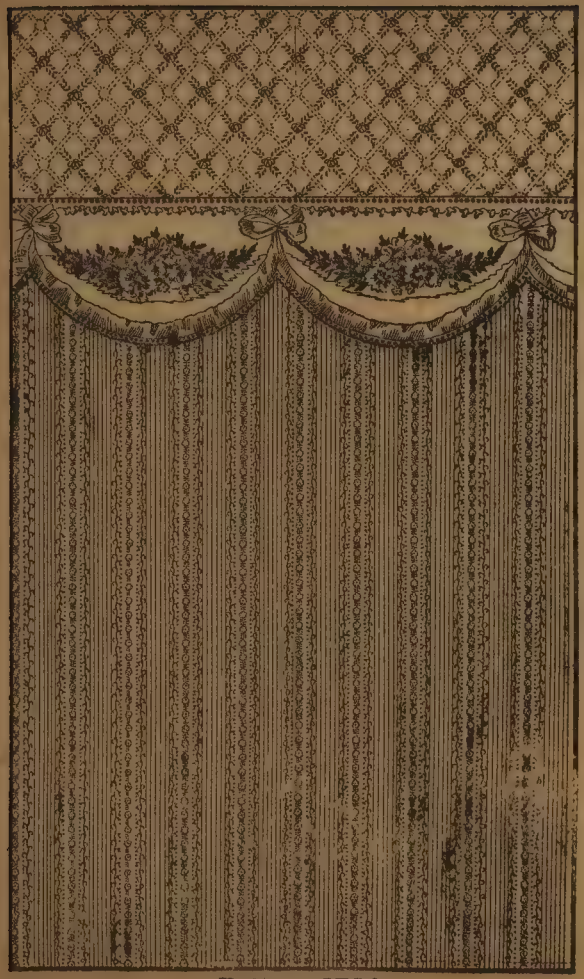
Chicago Ave. Bridge CHICAGO



Pattern 2P94

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P94 **Price, Per Double Roll** **12c**

An ideal treatment for the parlor, guest room, or boudoir in a light soft Nile green shade. A ribbon stripe with tiny daisies running through the center and edged in white, alternate prettily with the faint hair-line stripe. Stripes are very much in vogue, as they lend an air of dignity to any room. For quality and tone this paper will give complete satisfaction.

The red poppies in the graceful border are beautifully drawn, and superbly colored. The ribbon streamers tied in bowknot fashion, with that touch of mica, is considered very artistic. Make this selection yours, and we can vouch you will be thoroughly satisfied. Not only with the quality, but price as well. This border is hung in the usual way, or easily cut out as illustrated.

Sidewall pattern, No. 2P94, per double roll.....12c
Border, 9 in., No. 2P95, per yard..... 1c
Ceiling pattern, No. 2P96, per double roll.....12c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Pattern 2P98

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P98 **Price, Per Double Roll** **12c**

An art and crafts design in green and gold, with a blossom of deep red shading to Nell rose pink, stands out conspicuously against a French gray background. This pattern will be found appropriate for dining room, sleeping room, or hall.

A unique design is worked out in the 9-inch border, which makes it a pleasing choice. Neutral gray tints are very charming, when relieved by little touches of color to avoid monotony. For a cheap, inexpensive paper, this pattern makes a decorative wall treatment, and one that will give snap and color tone. The border can be cut out, as illustrated, or hung in the usual way.

Sidewall pattern, No. 2P98, per double roll.....12c

Border, 9 in., No. 2P99, per yard..... 1c

Ceiling pattern, No. 2P100, per double roll.....12c

USUALLY SOLD AT 18c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c.

See list of mouldings on back cover.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P102

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P102 **Price, Per Double Roll** **13c**

Autumn shades are beautifully blended in this pattern. The quiet, peaceful tones of rich greens, warm nut browns, and ripe berries, punctuated by light tones in mottled effects, give this pattern a velvety appearance. Appropriate either for dining-room, or living room, as it brings the out-o'-door colors into the home, making a practical as well as decorative color scheme.

The pretty 18 inch border blends from a deep brown into a soft, mellow ceiling. The grouping of colors as well as the designs are wonderfully executed. It is a paper that will harmonize well with other furnishings and will give excellent satisfaction.

Discriminating housewives will see the economy of placing their orders at once for this excellent choice. Worth at least 18c per double roll.

Sidewall pattern, No. 2P102, per double roll.....13c
Border, 18 in., No. 2P103, per yard.....1½c
Ceiling pattern, No. 2P104, per double roll.....13c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.
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Pattern 2P106

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P106 **Price, Per Double Roll** **14c**

One of the most popular and admired dining room papers shown this season. A bunch of ripe, luscious grapes in their natural color makes this a tempting choice. A warm tan color forms the background, while a cloth overprint in black gives it a softer finish. The shadow of grape vines reflects the sun's rays, and makes it doubly attractive.

This paper may be used for entire walls or for the upper third above the plate rail, using an oatmeal paper or burlap for the lower part of the wall. The ceiling paper is quite attractive.

The 9 inch border may be hung in the usual way, or cut out, as shown in illustration. Living rooms covered with this paper are bound to be attractive and cheerful.

The hostess may pride herself on her snowy white linen, beautiful silver and rare china, but if the dining-room lacks that cozy, hospitable, inviting appearance which this design gives, the harmony effect is broken.

The mistress of every home should seek to make the dining room a place where the worries and cares of the day are forgotten. This paper makes a charming dining-room, and at a very small cost. Try it and be convinced.

Sidewall pattern, No. 2P106, per double roll.....14c
Border, 9 in., No. 2P107, per yard.....1½c
Ceiling pattern, No. 2P108, per double roll.....14c

RETAIL VALUE, 25c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P110

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P110 **Price, Per Double Roll** **14c**

Simplicity and good taste are admirably blended in this truly Colonial pattern. Yellow buttercups enclosed in a little medallion frame appear at intervals in the narrow columns and win for it immediate recognition. The color glow of old rose, green, yellow and gold, with the little black dotted effect makes it a fascinating choice.

Originality is cleverly illustrated in the arrangement of the 9 inch border. It has all the characteristics of a more expensive paper. At our price this pattern should prove an interesting choice, as here you have the foundation for an attractive and tasty bedroom. In your mind's eye you can almost see the completed picture at a nominal cost.

Worth at least 20c per double roll. This border can be easily cut out or hung in the usual way.

Sidewall pattern, No. 2P110, per double roll.....14c
Border, 9 in., No. 2P111, per yard.....1½c
Ceiling pattern, No. 2P112, per double roll.....14c

Room mouldings 1½ in. wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot 2c. See list of mouldings on back cover.

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This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P114 **Price, Per Double Roll** **14c**

People of quiet taste and temperament will appreciate the neat figure in this paper, as well as the color tone. There is nothing loud or distracting about it; and yet, when you analyze it, you will find a little touch of red and green, mingled with the gold in the stripe that gives it snap and makes it a clear-cut paper design. It is refreshing to go into homes and find a paper of this type.

For the small parlor, library or reception hall, you will find nothing more tasty or refined than this particular pattern.

The border is quite interesting and very novel. The bronze green and old gold mingles in perfect harmony with the deep red and natural wood browns. A more captivating pattern could not be secured anywhere at this price. It can be hung in the usual way, or cut out, as illustrated. It is practical and will prove a good seller.

Sidewall pattern, No. 2P114, per double roll.....14c

Border, 9 in. wide, No. 2P115, per yard.....1½c

Ceiling pattern, No. 2P116, per double roll.....14c

RETAIL VALUE 25c

Room mouldings ½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of moulding on back cover.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P118

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P118 **Price, Per Double Roll 14c**

Refinement and good judgment are happily blended in this simple but artistic pattern.

A beautiful mauve shade forms the background, while an ivory white lattice work covers the surface. The dignified pillars of varnished gold, with that little touch of yellow buttercups in miniature effect, makes it a delightful and captivating choice. Darker toned stripes in shadow effect, with a dash of green and gold peeping through, give it charming individuality.

Women of taste will see the possibilities of a pretty color scheme in this paper. It tones well with ivory white or mauve woodwork, soft, clinging curtains, and either a tan or soft, green rug.

A little medallion in the 9-inch border divides it into sections. A festooning in varnished gold, caught up in the center, gives it a graceful, charming finish.

A unique figure in the ceiling makes it a pleasing and profitable choice.

Recommended especially for sleeping rooms, guest rooms, or small parlors.

This paper usually sells for 25c per double roll.

Sidewall pattern, No. 2P118, per double roll.....14c

Border, 9 inch, No. 2P110, per yard.....1½c

Ceiling Pattern, No. 2P120, per double roll.....14c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft lengths. Price, per foot, 2c. See list of mouldings on back of cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO

Pattern 2P122

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P122 — **Price, Per Double Roll** — **14c**

Here is a little pattern I am very partial to, and have been saving it for the girls who love dainty surroundings. A perfect color scheme can be worked out beautifully by having soft, white curtains, with a valance of old rose silk to match. A plain rug, either in old rose or a soft tan, will be found very charming. The two-toned stripes in this paper, as well as the dainty lace effect between, are simply exquisite. Then that little bunch of French rosebuds in the stripe alternates prettily with the beading, and shows a tiny bud running through. A little gold effect is also noticeable.

If you want to see perfection, wait until you see the pretty border. It will eclipse anything your girl friends have in their homes. It is individual and very artistic. The ceiling, too, is quite pretty. For a sleeping room or guest room you will find nothing more inviting. Place your order at once. Sold elsewhere at 25c.

The border is easy to cut out, or can be hung in the usual way.

Sidewall pattern, No. 2P122, per double roll.....14c

Border, 9 inch wide, No. 2P123, per yard.....1½c

Ceiling pattern, No. 2P124, per double roll.....14c

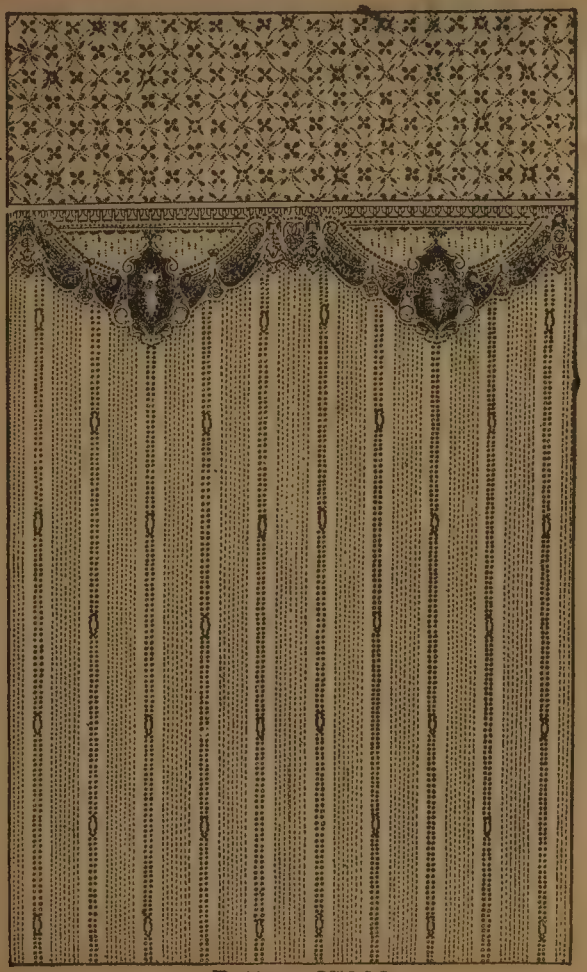
Room moulding 1½ in. wide, in gold and colors, to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c.

Look for mouldings on back of cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO



Pattern 2P126

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS

Pattern No. 2P126 **Price, Per Double Roll** **15c**

If you want a practical, plain, good looking paper on your wall, make this your choice. An excellent quality, combined with daintiness of design and coloring tone, makes it a big seller. A white cloth overprint, over a soft, warm tan background greatly adds to its dainty effect. Wide stripes of gold and bronze green, with a tiny figure in the center, contrast well with the dark brown hair line stripes between.

For the parlor, library or dining-room, nothing will prove more satisfactory. It will last for several seasons, and blends well with other furnishings.

The rich green in the gracefully draped border gives it a pronounced value. This border may be hung in the usual way or easily cut out, as illustrated.

Sidewall pattern, No. 2P126, per double roll.....15c

Border, 9 in., No. 2P127, per yard.....1½c

Ceiling pattern, No. 2P128, per double roll.....15c

WORTH AT LEAST 25c PER DOUBLE ROLL

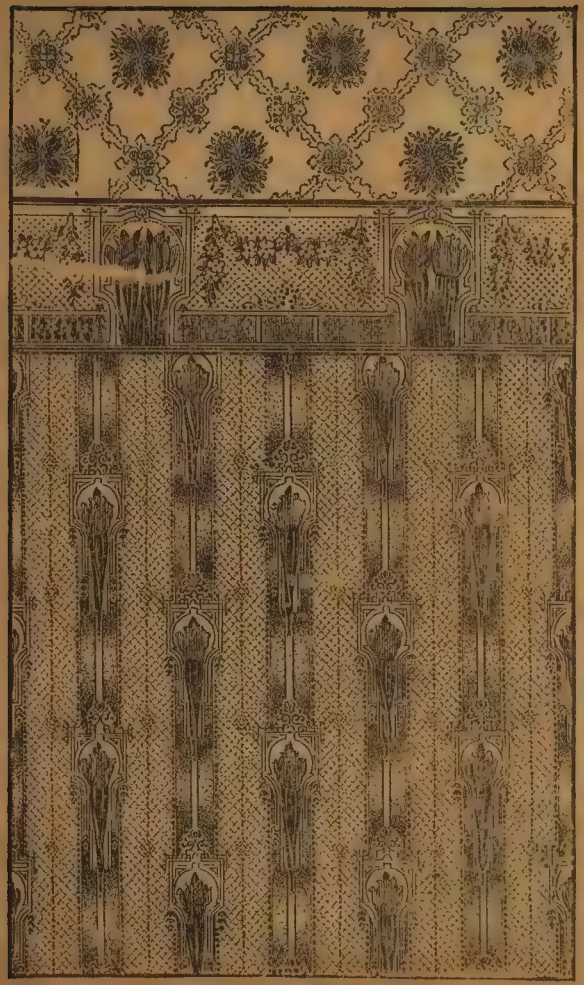
Room mouldings 1½ in. wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price per foot 2c.

See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**



Pattern 2P130

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No 2P130 **Price, Per Double Roll** **15c**

Did you ever stand in front of a home that was beautifully lighted and elegantly furnished? What was it that impressed you most? Was it the costly bric-a-brac or the rare mahogany furniture? No, it was the paper on the wall. It formed a real color symphony, a perfect decorative picture, in your mind. For the Summer bungalow, private apartment, or humble cottage, we can suggest nothing in household art that can compare with this in quality, design or colorings. The design is simple and yet so tasty. A tulip in bronze green and rich old gold, with a background of mauve and darker tans, acquires a preciousness that is truly fascinating. Then the gold beaded frame serves as a stripe, and lends style and dignity.

The rich bronzes in green and gold, in the 9-inch border as well as ceiling, produce a soft, mellow glow which gives it increased value. It will be to your interest to select this paper, as you cannot afford to dabble with cheap papers and spoil the effect of your home. This paper has character and quality to recommend it. Retail value, 25c.

Sidewall pattern, No. 2P130, per double roll.....15c
Border, 9 in., No. 2P131, per yard.....1½c
Ceiling pattern, No. 2P132, per double roll.....15c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c.

See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P134

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P134 **Price, Per Double Roll** **15c**

For a southern exposure nothing could be cooler or more restful than this particular pattern. As you know, green absorbs a large amount of light. It will be found an excellent choice for parlor, living room, library, hall, or club room. A unique design in deep red and old gold shimmers out like a star, while a black hair line stripe gives it distinction.

The 9-inch border blends from a deep green into a lighter ceiling. A little touch of red gives it just enough snap to make it a pretty choice. This paper will harmonize with the wood work and other furnishings.

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

Sidewall pattern, No. 2P134, per double roll.....15c

Border, 9 in. wide, No. 2P135, per yard.....1½c

Ceiling pattern, No. 2P136, per double roll.....15c

USUALLY SOLD AT 25c PER DOUBLE ROLL

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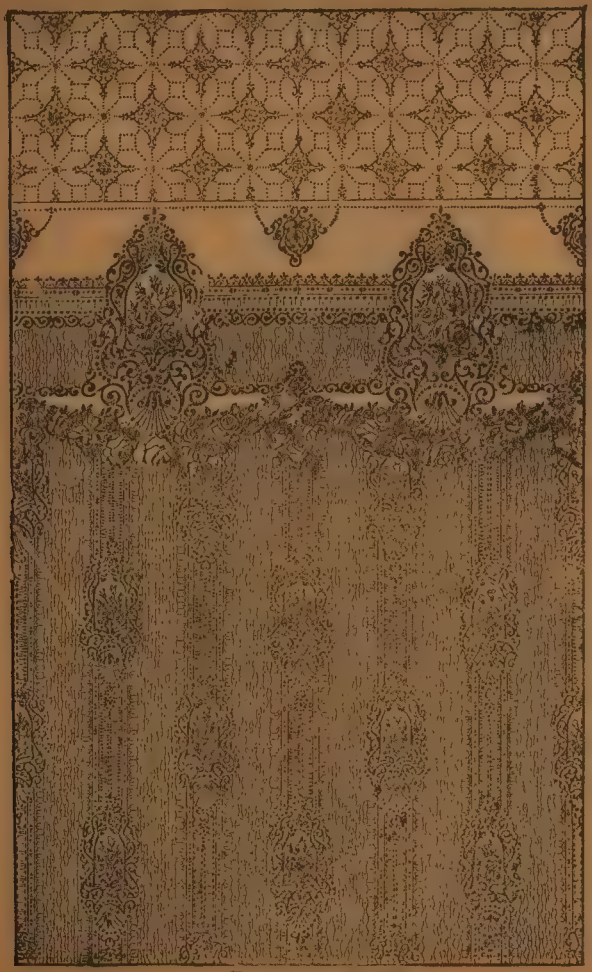
Chicago Ave. Bridge **CHICAGO**



Pattern 2P138

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P138 **Price, Per Double Roll 15c**

The best is always the cheapest. When you paper your parlor, you want to feel that you are getting a paper that is correct in quality, coloring and design, a paper that will enhance the beauty of your home and give complete satisfaction. This paper ranks high in artistic merit and promises to be a choice number. The gold blends well with the warm tans, and forms a pleasing background. The Chinese white in the stripe brings out the light and dark shades and gives it the requisite touch. The crowning success of the pattern is largely due to the pretty pink roses, which shimmer out from their gold setting, giving them that characteristic rare grace of charm and beauty.

No words of mine can describe the beauty of the 18-inch border. It will have to be seen in order to be appreciated. This illustration does not do it justice. It is an air brushed effect and is considered a work of art. Retailers would ask at least 25c per double roll for it. The border can be hung in the usual way or cut out, as illustrated.

Sidewall pattern, No. 2P138, per double roll.....15c

Border, 18 inches wide, No. 2P139, per yard..... 2c

Ceiling pattern, No. 2P140, per double roll.....15c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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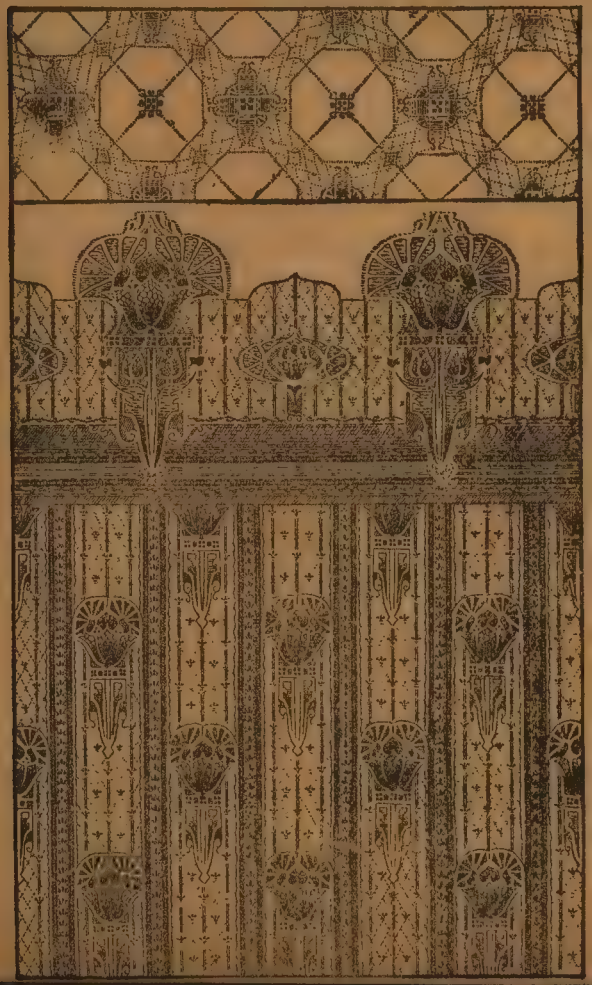
Chicago Ave. Bridge CHICAGO



This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P142

Price, Per Double Roll 16c

For the country club house, the summer bungalow, the restful lounging room, or dignified library, this paper will be especially suited. It is rich, elegant, and very distinctive. It has that different air about it that demands your attention. The golden brown, bronze green, and yellow gold in the conventional design, stand out against the dark brown stripe, giving it character and strength.

Plain rugs and soft hangings, as well as covered lights and dark furniture, will be found restful and very artistic.

The color glow in the 18-inch border blends from a bronze green into a delicate faint ceiling. The design is very odd, and shows wonderful perception of coloring.

Business men will appreciate the excellent qualities of this paper and choose it for their dens and offices.

Sidewall pattern, No. 2P142, per double roll.....16c

Border, 18 in. wide, No. 2P143, per yard..... 2c

Ceiling pattern, No. 2P144, per double roll.....16c

RETAIL VALUE, 25c

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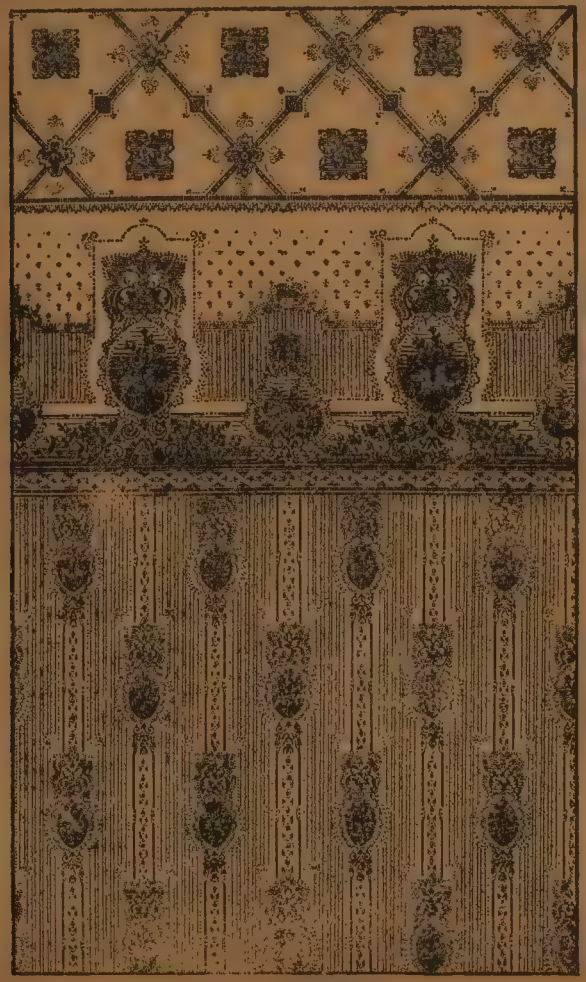

Pattern 2P146

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P146 **Price, Per Double Roll** **16c**

This paper makes a cheerful and decorative parlor paper. The soft, mellow tones in the background, as well as the hair line stripes, give it distinction. The varnished gold in the wide stripes vie in brilliancy with the pretty pink roses in the medallion. The excellent quality of the paper, as well as its decorative value, makes it an exclusive up-to-date hanging.

High class designing is shown in the 18 inch border. The varnished gold mingles in pretty harmony, producing a rich, harmonious effect. Daintiness is achieved in the pretty ceiling.

For a parlor that is dimly lighted this covering will be found an excellent choice. Usually sold elsewhere for 25c.

Sidewall pattern, No. 2P146, per double roll.....16c

Border, 18 in., No. 2P147, per yard..... 2c

Ceiling pattern, No. 2P148, per double roll.....16c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c.

See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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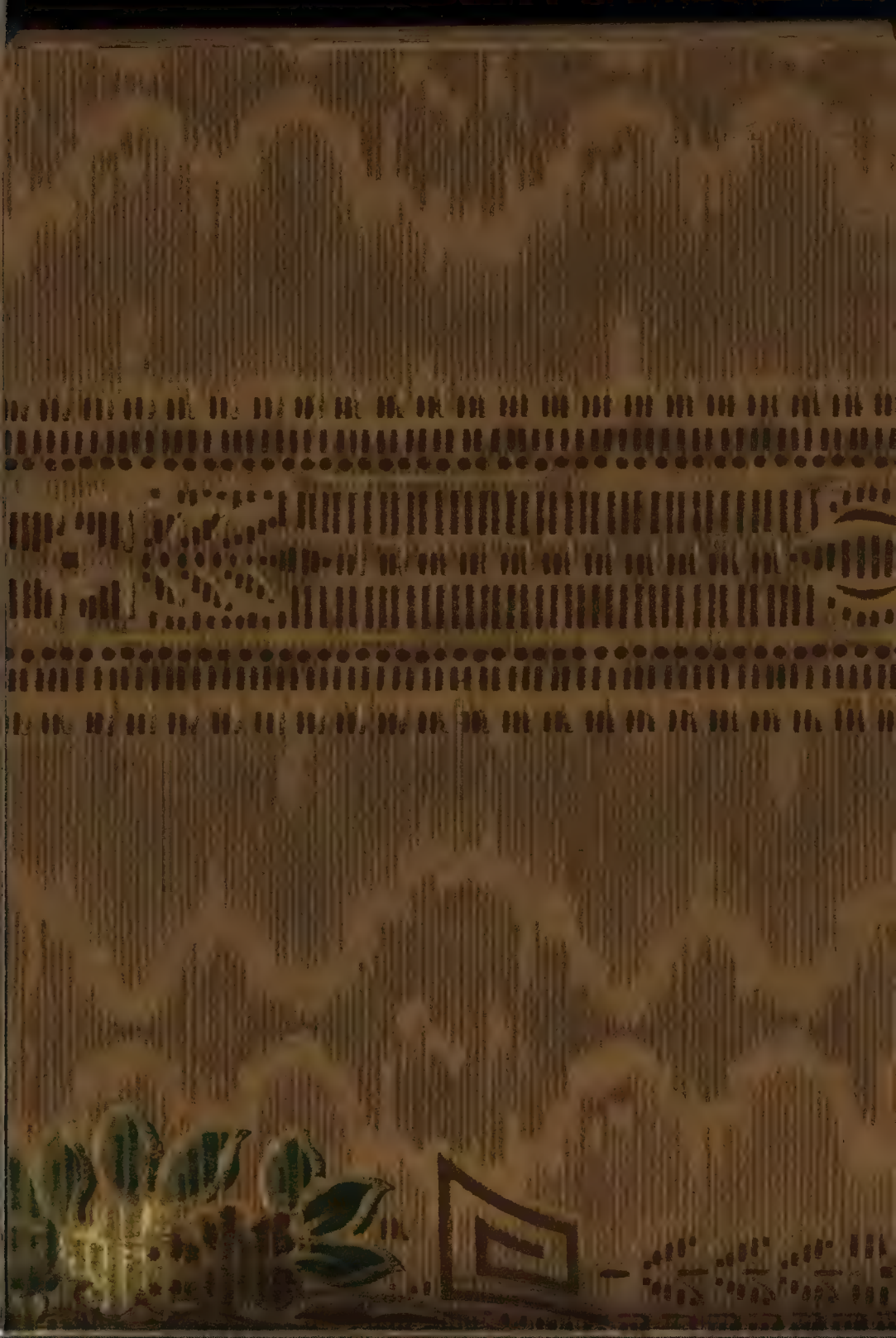
Chicago Ave. Bridge **CHICAGO**



Pattern 2P150

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P150 **Price, Per Double Roll** **17c**

In homes where quality counts, where high class art is recognized and appreciated, this exclusive design will find enthusiastic admirers. It is one of the latest and most conservative patterns shown in a silk moire effect. No plain surface can surpass the silken richness of this design. The weave is so perfect you can almost feel its silken softness. Its quiet elegance of design and color tone demands the attention of every housewife whose thoughts are wrapped up in her home. The light and dark shades of warm tans and wood browns contrast prettily with the bronze greens and rich golds, making it a paper of superior worth. Distinctiveness and rare individuality are admirably shown in the 18-inch border, which makes it a big prize winner. For the parlor, reception hall, living room, library or club room, nothing will be more satisfactory or give more universal satisfaction than this number. It is a paper that will be constantly admired and appreciated by everyone who enters your home.

Sidewall pattern, No. 2P150, per double roll.....17c
Border, 18 in. wide, No. 2P151, per yard..... 2c
Ceiling pattern, No. 2P152, per double roll.....17c

RETAIL VALUE 30c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of moulding on back cover.

MONTGOMERY WARD & CO.
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Chicago Ave. Bridge **CHICAGO**

Pattern 2P154

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P154 **Price, Per Double Roll** **17c**

There is a delicacy and a charm centered round this paper that makes it an artistic choice. A pretty French gray paper forms the background, while a delicate green basket containing some very choice pink roses is considered very tasty. The silver tones of mica and varnished gold blend beautifully with the pink buds and green leaves.

The pretty pink bridal roses shown in the border, together with that drapery of rich gold lace is very graceful. The green leaves give it the requisite touch of color. The ceiling is likewise very pleasing. For the bridal chamber, the small parlor, guest room or boudoir, nothing you can select will equal this paper in design, coloring or quality. With white or light gray woodwork, this paper will make one of the daintiest, most captivating wall treatments ever produced. Well worth 25c per double roll. The border can be easily cut out, as illustrated, or hung in the usual way.

Sidewall pattern, No. 2P154, per double roll.....17c
Border, 9 in. wide, No. 2P155, per yard.....1½c
Ceiling pattern, No. 2P156, per double roll.....17c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.
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Chicago Ave. Bridge **CHICAGO**

Pattern 2P158

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P158 **Price, Per Double Roll** **17c**

Interior decoration is of vital interest to every home maker. Everyone interested in beautifying their home should study the principles of proportion, balance, harmony and repose. The design in this paper, as well as the color tone, will appeal to many. A beautiful mauve shade forms the background, while a tiny figure appears here and there over the surface. A gold stripe in the center between two stripes broken by a medallion, whose colors reflect velvet tones of pretty green, rich reds and gold. Paper like this is an inspiration to make the home cozy and cheerful.

A hand brushed air effect is shown in the 9 inch border. The colors blend from a deep hue into a dainty figured ceiling. The conventional design in the border, as well as sidewall, is edged in varnished gold, which gives it a rich appearance. We believe this number will prove to be a big seller, as this shade is always considered a serviceable choice.

Sidewall pattern, No. 2P158, per double roll.....17c

Border, 9 in., No. 2P159, per yard..... 1c

Ceiling pattern, No. 2P160, per double roll.....17c

RETAIL VALUE ABOUT 25c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

Pattern 2P162

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P162 **Price, Per Double Roll** **17c**

A Japanese Tiger Lily in varnished gold, contributes its share in making this paper one of surpassing beauty. The light and dark tans in shadow effect, blend beautifully with the gold, producing one of the most elaborate and gorgeous treatments obtainable. Paper of this style and quality will lend that stately appearance to any parlor or living room.

Decorative ability is wonderfully shown in the 18-inch border. If your ceiling is high, and your rooms large, this is the paper for you. This paper will last for several years and retain its rich appearance. Besides the satisfaction one finds in having the right furnishings in the home, it contributes materially to the health and happiness of everyone in the home.

Surprise your husband and children by giving them a Gold Room for a change. They surely will appreciate the treat. This paper would cost you double the price elsewhere.

Sidewall pattern, No. 2P162, per double roll.....17c

Border, 18-inch, No. 2P163, per yard..... 2c

Ceiling pattern, No. 2P164, per double roll.....17c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

Pattern 2P166

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P166 **Price, Per Double Roll** **18c**

A masterpiece of art, beautifully styled the "King of Wall Decoration." Originality of design, and harmony of coloring, class it as a paper of superior worth and merit. It is a covering of unparalleled distinction and quality that stands alone. A wide gold band stripe, broken by a unique design, shows the work of a "master mind." The perfect blending of varnished gold, bronze green, rich red, and pretty brown is worthy of your consideration. A gold beading serves to give it the requisite touch. Two dainty stripes are shown, one on either side, lending it dignity and repose.

The architectural lines in the classical 18-inch cut-out border resembles the hand-work of a sculptor. The graceful lines and curves appear as if chiseled out of marble.

This border has what is known as a base—that is, a small decoration drawn at the bottom, which is cut out and pasted around the baseboard of the rooms. This band measures 3½ inches, and gives a finishing touch that is only found in papers of worth and character.

You can form no definite idea of the beauty that is shown in this border. The picture does not do it justice. It will have to be seen on your walls, in order to be appreciated.

A first-class treatment for the living room, library, parlor, or reception hall. The border is cut out ready to hang.

This border is sold only as illustrated.

Sidewall pattern, No. 2P166, per double roll.....18c
Cut-out border, No. 2P167, per yard.....3½c
Ceiling pattern, No. 2P168, per double roll.....18c

RETAIL VALUE, 30c

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO

Pattern 2P170

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P170 **Price, Per Double Roll** **18c**

Every man or woman interested in making the "Home Beautiful," the "Home Cheerful," the "Home Cosy," or "Home Artistic" will see the absolute necessity of selecting this number. The colors are thoughtfully conceived and beautifully executed. A varnished gold forms the outside stripe. In the center of the stripe, tiny buds entwine themselves and finally blossom into a beautiful flower. This flower is so appreciated that the artist enclosed it in a gold varnished medallion frame, which shows the perfect blending of old rose and pretty greens. The light and dark tans in the background, in shaded effect, make it a pronounced success.

Artistic ability is cleverly worked out in the floral border, which illustrates the flowers hanging from a leafy bough. Secure this pattern for your parlor, lounging room, or reception hall, and you have an A1 wall treatment. A big saving at our price. This 9-inch border can be hung in the usual way or cut out, as illustrated.

Sidewall pattern, No. 2P170, per double roll.....18c

Border, 9 in. wide, No. 2P171, per yard.....2c

Ceiling pattern, No. 2P172, per double roll.....18c

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P174 **Price, Per Double Roll** **18c**

When an artist selects a color range for his palette, he has in mind the completed picture. He groups his shadows to the right, his high lights to the left, and his middle tones are left for the center. This paper makes a perfect setting for any wall, as it will harmonize with the wood-work, furniture, rugs, pictures, etc. It is an exclusive parlor paper that shows high class designing. A corduroy velvet stripe edged in old gold and bronze stands out in perfect contrast against the rich golden brown in the cloth effect background. A tiny figure in bronze green divides the stripe and lends elegance and repose.

The velvet tones in the 18-inch border give it distinction. Ribbon streamers tied in a lover's knot, and caught up with a single American beauty rose is very artistic. A gold guimpe band at the head of the border is very rich, associated with the golden browns and silken tones of the red velvet roses, making it a choice selection.

The colors blend from a deep brown into a very refined ceiling, showing an air-brushed effect. This border can be hung in the usual way, or cut out, as shown in the illustration. Paper of this quality and tone is always appreciated by people of culture and education. Retail value 25c per double roll.

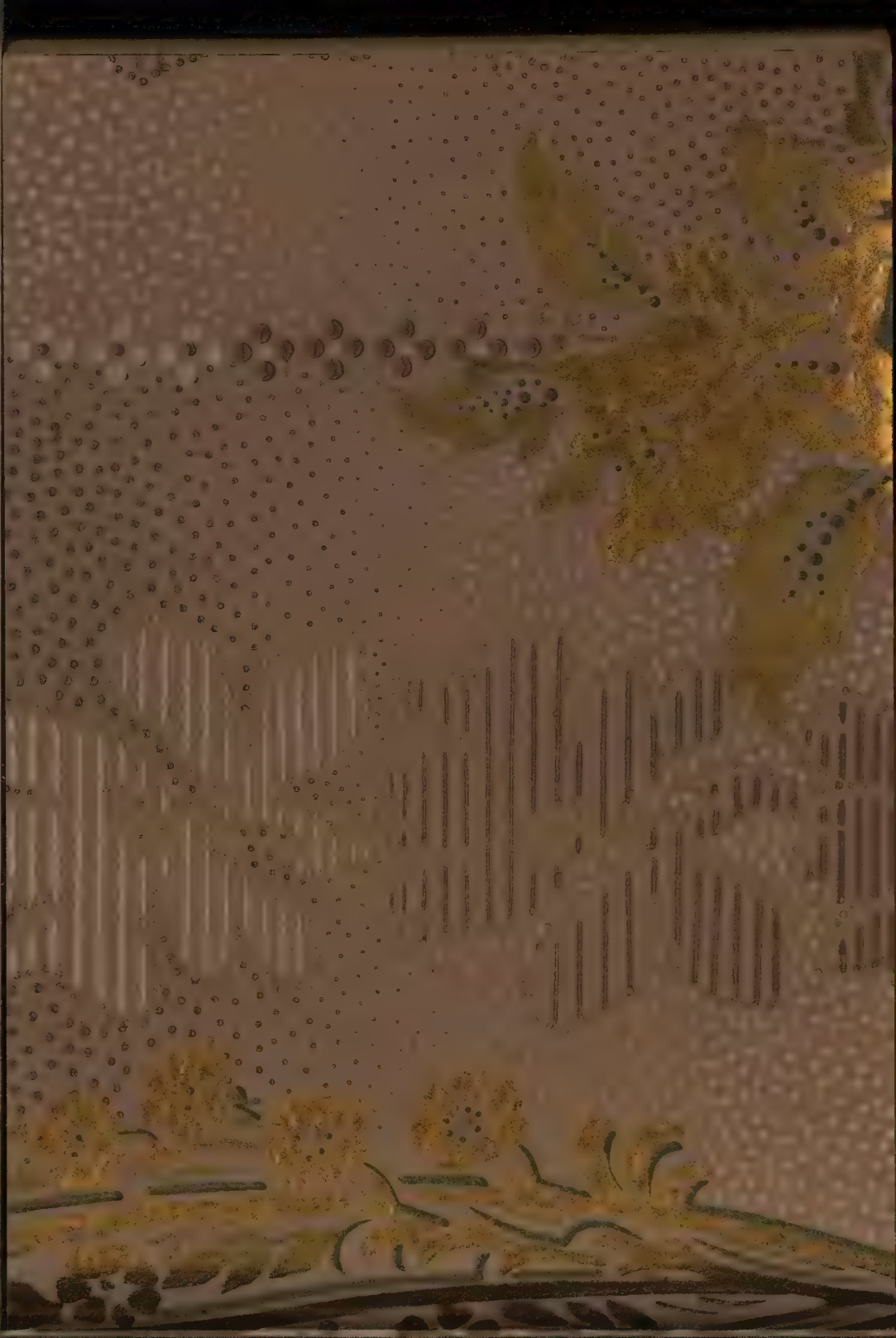
Sidewall pattern, No. 2P174. per double roll.....18c
Border, 18 in., No. 2P175, per yard.....2c
Ceiling pattern, No. 2P176, per double roll.....18c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**



Pattern 2P178

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P178 — **Price, Per Double Roll** — **18c**

A rich antique brocaded silk damask parlor paper that bids fair to be a conspicuous seller. The soft warm natural gray tones in the background covered with tiny spots produces that silk effect. A spray of moss roses in varnished gold, embellished with a touch of green and bronze, stands out in bold relief. The leaves in the shadow ground are outlined in gold, which, by the way, is a feature of one of the newest creations shown this season.

A pretty color scheme can be effected by using soft hangings of delicate pink or old rose with this paper.

The 9-inch border is quite pleasing. Rose bushes in varnished gold are shown in the foreground, while off in the distance a woodland scene is noted. The gray skies peeping through gives this paper that natural, restful influence. This is a paper of rare charm and quality. Used exclusively for parlor treatment. The border may be cut out as illustrated or hung in the usual way.

Sidewall pattern, No. 2P178, per double roll.....18c
Border, 9 in., No. 2P179, per yard.....1½c
Ceiling pattern, No. 2P180, per double roll.....18c

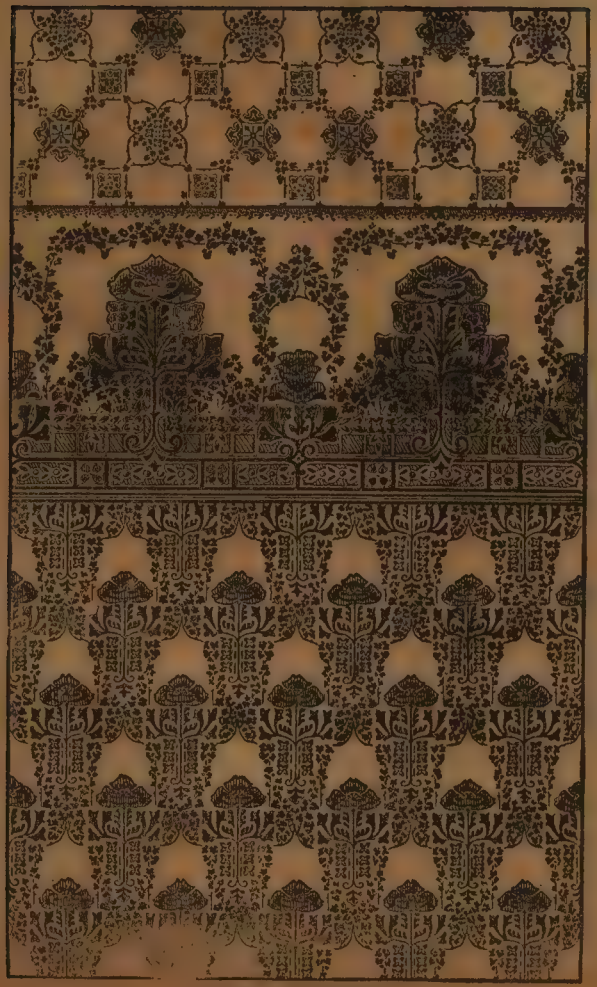
RETAIL VALUE 25c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**



Pattern 2P182

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P182 **Price, Per Double Roll** **18c**

Make your living room cozy and inviting by the use of this richly designed paper. A cloth over-print covers the light tan background, while an art and crafts design gives it life and color. The shadow of trees peeping through produces a natural effect. Varnished gold blends well with the green and old rose, and makes this pattern a valuable choice as well as a big seller.

The design in the 18 inch border is carried out on a larger scale than in the wall design. The colors blend from a deep rich color, into a light dreamy ceiling.

Everyone that enters your home will admire your good taste in selecting this richly designed hanging. The colors are soft and pleasing, and blend well with oak woodwork or any of the natural woods.

Sidewall pattern, No. 2P182, per double roll.....18c

Border, 18 in., No. 2P183, per yard..... 2c

Ceiling pattern, No. 2P184, per double roll.....18c

RETAIL VALUE, 25c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P186

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P186 **Price, Per Double Roll** **18c**

This pattern will be found a splendid choice. It does not intrude itself, but takes the place of the out-of-door atmosphere, bringing it in the home and forming a pleasing background. The scenic effect shows a winding path in the river, with trees growing on either side. The clear blue sky shining overhead reflects its beauty in the waters. Varnished gold completes the frame in the picture and brings out the nut brown color and pretty tans to greater perfection.

The soft, mellow glow in the 18-inch border, mingling with the warm tans and rich browns, make this selection a big seller. The design in the ceiling, as well as the color tones, are very good. For dining rooms, halls, restaurants or ice-cream parlors, this pattern will be found very appropriate.

Sidewall pattern, No. 2P186, per double roll.....18c

Border 18 in. wide, No. 2P187, per yard..... 2c

Ceiling pattern, No. 2P188, per double roll.....18c

RETAIL VALUE 30c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge CHICAGO

Pattern 2P190

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P190 **Price, Per Double Roll** **19c**

The other day a promising young man stepped inside our display room. After glancing around at all the papers he turned fondly to this one and said, "How beautiful! Just the one for my mother's room." This remark so impressed me, that I want to echo his sentiments to every young man and woman interested in home building. From time immemorial, a blue room has always been held as the pride and ambition of young women. This beautiful pale blue embossed silk paper makes the background of a stunning color scheme. The satin stripe, as well as the odd design, worked out in a rich varnished gold, gives it a pronounced value. A white mottled effect gives it purity.

A hand-brushed air effect is shown in the 9-inch border. The blue gradually blends into a pure white ceiling. A unique design is shown in varnished gold, with a slight touch of sky blue. This satin stripe is pure white, which wins for it immense popularity.

If the wood finish of your room is a delicate blue, or an ivory white color, you have the foundation of a charming color scheme. Pale blue silk curtain over ivory white, gives it that exquisite daintiness that must be admired and appreciated.

For a music room, guest room, or parlor, you will find nothing as distinctive and refined as this quality. People of taste appreciate the advantages of getting high class decorative papers at our money-saving prices. This quality paper would sell elsewhere at 30c.

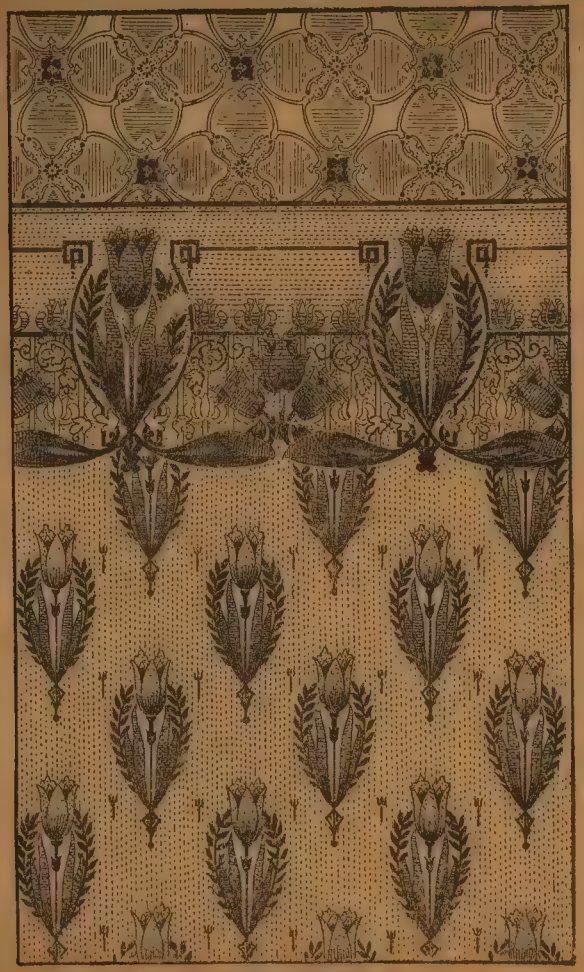
Sidewall pattern, No. 2P190, per double roll.....19c
Border, 9 in., No. 2P191, per yard..... 2c
Ceiling pattern, No. 2P192, per double roll.....19c

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c.
See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**



Pattern 2P194

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P194 **Price, Per Double Roll** **20c**

Whether you are an artist, architect, builder, hotel proprietor, or apartment house owner, you must appreciate the beauty, the quality, and superior worth of this paper over others. A Japanese grass cloth, showing the natural weave and fibre, is reproduced in this pattern. A beautiful tulip culled from Nature's garden could not be more perfect. It raises its stately head above the gold-varnished wreath that encircles it, showing the unfolding leaves in all their beauty and freshness.

Classical art is admirably illustrated in the 18-inch border. It is a paper that will put spirit in the home, being full of snap and life. It is refreshing in its individuality. The design in the ceiling is exquisite in its daintiness. This paper has struck a new note in wall paper decoration, and we predict for it a wide popularity. *The border may be hung in the usual way, or cut out, as illustrated.*

Sidewall pattern, No. 2P194, per double roll.....20c

Border, 18 in. No. 2P195, per yard.....2½c

Ceiling pattern, No. 2P196, per double roll.....20c

Room moulding 1½ inch wide, in gold and colors, to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c.
See list of mouldings on back of cover.

MONTGOMERY WARD & CO.

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Chicago Ave. Bridge **CHICAGO**

Pattern 2P198

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P198 **Price, Per Double Roll** **20c**

This paper has character, quality, and beauty of design to recommend it. It is a paper that will be used largely in homes of the better type, in homes where quality counts. The coloring is exquisitely rich. A beautiful lace panel stands out prominently, lending unusual grace and dignity. A stenciled effect in the center, worked out in varnished gold and bronze, produces one of the richest effects shown this year. A glint of mica shining through adds extra value to it.

The 18-inch border wins the admiration of everyone that sees it. It is a paper of classical beauty, possessing qualities that make it a "leader" among leaders. The ceiling is prettily designed. The pretty schemes and charming effects in homes are only secured through the use of CORRECT papers at the beginning. An ideal treatment for parlor, library, reception hall, or club room. A saving of at least 35c by buying from us.

Sidewall pattern, No. 2P198, per double roll.....20c

Border, 18 in. No. 2P199, per yard.....2½c

Ceiling pattern, No. 2P200, per double roll.....20c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12-ft. lengths. Price, per foot, 2c.
See list of mouldings on back of cover.

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This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P202

Price, Per Double Roll 24c

The old English idea of bringing into the home the hues of Nature is beautifully expressed in this highly artistic Gold embossed pattern. A soft mauve shade covers the entire background, and brings out the natural greens and delicately shaded pinks in the rose pattern. Being a pressed paper, it gives the roses a hand-painted, raised effect. Varnished gold traces the leafy edges and gives the scroll design that graceful elegance that makes it a high-class, exclusive parlor decoration.

You can form no definite idea of the beauty shown in the 18-inch border. It will have to be seen on your wall in order to be appreciated. A crown of American beauty roses, suspended from a gold scroll, wins for it a home in the hearts of those who love refinement and culture.

It can be hung in the usual way or cut out, as illustrated.

Sidewall pattern, No. 2P202, per double roll.....24c

Border, 18 in. wide, No. 2P203, per yard.....2½c

Ceiling pattern, No. 2P204, per double roll.....24c

RETAIL VALUE, 35c

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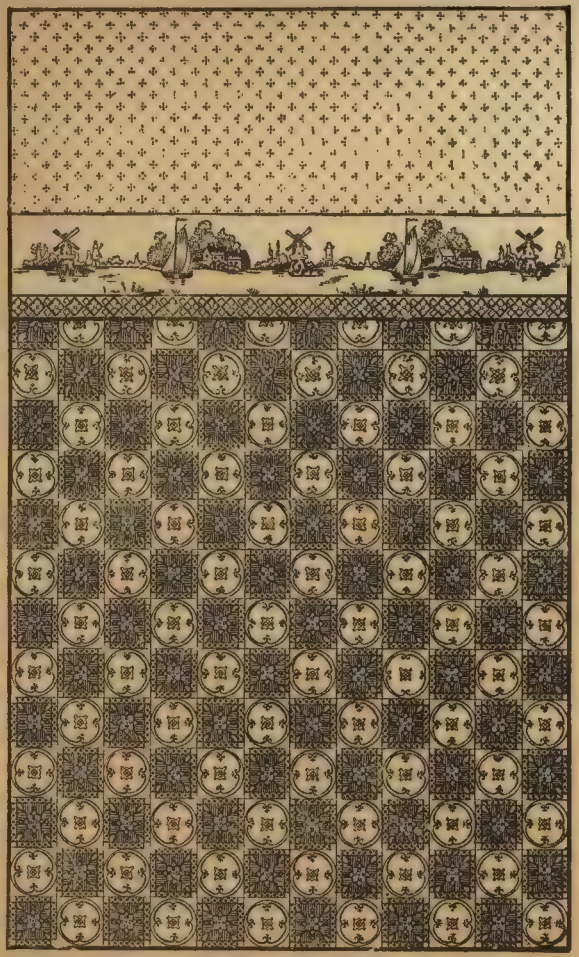

Pattern 2P206

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P206 **Price, Per Double Roll** **25c**

Have you ever crossed the threshold of a delft blue varnished tile kitchen? If so, weren't you impressed with the absolute cleanliness, the spotless purity that prevailed? This pattern will have the same effect. Now, more than ever, women all over the country are waking up to the fact that thought and consideration for the kitchen is just as important as for the parlor. This pattern produces that clean, airy, cheerful atmosphere, and will be found especially attractive for the bathroom or vestibule.

A pretty Holland scene is shown in the 6 inch border. It shows the peaceful homes of the fishermen, the tall trees that overshadow them, the old historical windmill, and the sailboats out at sea. A wide stretch across the country makes this an interesting and fascinating choice.

The pattern is an imitation of a Mosaic hollow tile and will be found an excellent quality. No housekeeper need feel the embarassment of soiled walls, when she can secure a wall covering at this low price. It is a wall covering that can be easily cleaned when necessary, making it sanitary and pleasing as well.

A coat of Batavia Damar varnish applied over this paper will make it almost indestructible.

Sidewall pattern, No. 2P206, per double roll.....25c
Border, 6 in. wide, No. 2P207, per yard..... 1c
Ceiling pattern, No. 2P208, per double roll.....25c

RETAIL VALUE, 35c

MONTGOMERY WARD & CO.

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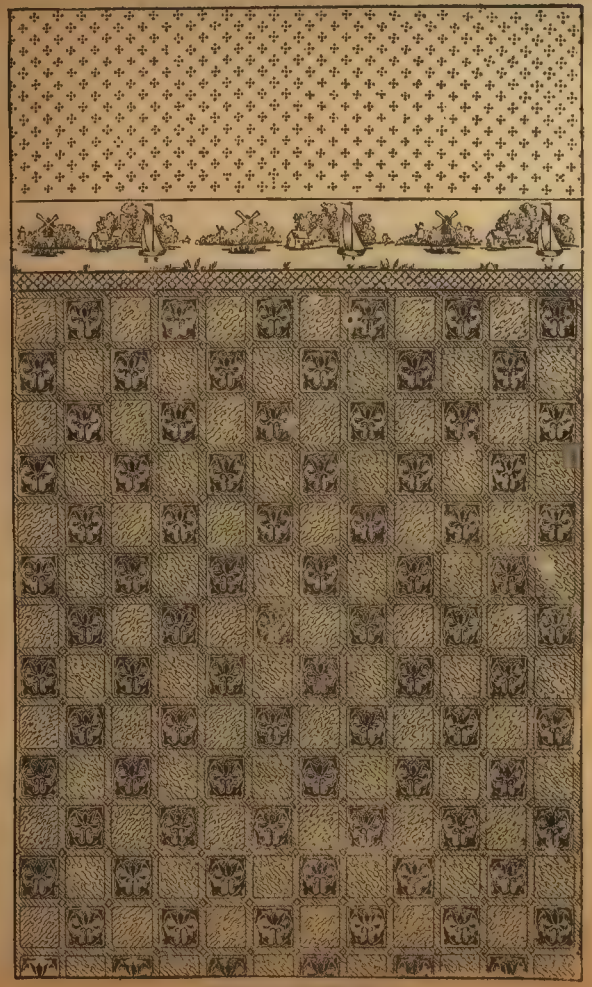
Chicago Ave. Bridge CHICAGO



Pattern 2P210

This Description Is Printed on the Back of the Paper It Describes.

REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P210 **Price, Per Double Roll** **25c**

An Egyptian design alternating with a mottled effect, makes this number one of the biggest and best sellers on the market. You can hardly enter a home in the country to-day, that does not boast of its varnished tile bathroom and kitchen. It is for this reason we picked out this clean, snappy pattern. We knew it would please our customers and that is our greatest ambition.

An inland water scene is shown in the 6 inch scenic border, which gives it added beauty and interest.

A narrow edge divides the border from the sidewall, giving the appearance of set-in blocks of hollow tile in miniature effect.

The light colored ceiling has a little dotted design which is very dainty.

The thrifty housekeeper will see the economy of securing this pattern, as it is out of the ordinary in design, and quality.

It may be washed with water and soap when soiled, and will always retain its bright, fresh appearance.

A coat of Batavia Damar varnish applied over this paper will make it almost indestructible.

Sidewall pattern, No. 2P210, per double roll.....25c
Border, 6 in., No. 2P211, per yard..... 1c
Ceiling pattern, No. 2P212, per double roll..... 25c

RETAIL VALUE, 35c

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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Chicago Ave. Bridge **CHICAGO**

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

INDEPENDENT CEILINGS

Pattern No. 2P214 **Price, per Double Roll 9c**

The choice of the right colored ceiling is often a matter of importance. To display good taste, the ceiling should tone with the border and sidewall. A mica design over a pure white background makes this pattern a delightful, independent ceiling. It may be used as a drop ceiling as well, a successful treatment when used with floral or set designs. We quote this pattern in three colors, as listed below. A saving of at least 5c per double roll by buying from us.

Independent ceiling, like sample, No. 2P214, per double roll 9c

Independent ceiling, cream, No. 2P216, per double roll 9c

Independent ceiling, light green, No. 2P218, per double roll 9c

Montgomery Ward & Co., Chicago Ave. Bridge, CHICAGO

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

INDEPENDENT CEILINGS

Pattern No. 2P220 | **Price, per Double Roll** **11c**

This number is a very good seller. Being a medium-priced paper of excellent quality, it takes well. This tone is used largely, and combines well with floral or conventional designs. A mica design over a soft, cream background, makes it a pronounced success. Pin dots in tan color greatly add to it. A pretty effect may be obtained by using it as a drop ceiling. We furnish this pattern in three colors, as listed below.

Special ceiling, like sample, No. 2P220, per double roll 11c

Special ceiling, white, No. 2P222, per double roll 11c

Special ceiling, light green, No. 2P224, per double roll 11c

Sold elsewhere 16c per double roll.

Montgomery Ward & Co., Chicago Ave. Bridge, CHICAGO

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

INDEPENDENT CEILINGS

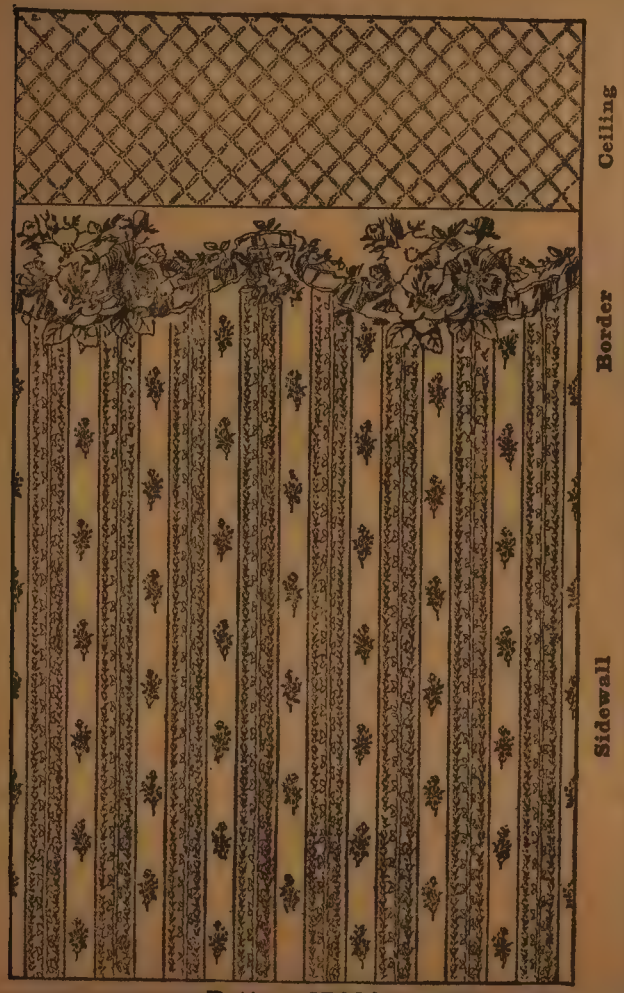
Pattern No. 2P226 **Price, per Double Roll** **14c**

For an independent ceiling you will find nothing that will compare with this in quality or price. It is recognized and used extensively by leading decorators, and combines well with the better grades of paper. It is an embossed varnished gold, with a moire effect. The soft, mellow glow makes it an attractive drop ceiling for independent sidewalls. This color harmonizes perfectly with greens, tans, or warm browns. Sold regularly at 20c per double roll.

Moire ceiling, like sample, No. 2P226, per double roll 14c

Moire ceiling, light cream, No. 2P228, per double roll 14c

Montgomery Ward & Co., Chicago Ave. Bridge, CHICAGO



This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P234

Price, Per Double Roll 12c

Make your home a place for soul rest and mind rest, as well as body rest; a place where the wrinkles of life caused by the day's toil and fret are smoothed away and a new and firmer grasp on life is taken. Paper like this acts as a tonic, as it is bright and cheerful, and yet thoroughly refined. Alternating stripes of tan edged with tiny rosebuds harmonize beautifully with the lighter stripes and produce one of the best wall treatments for bedroom or guest room.

The arrangement in the cut-out border is certainly fascinating. The large pink roses and green leaves falling softly over the mauve ribbon streamers win the attention of everyone who sees it. An ideal wall treatment at an economical price. Retail value 20c. The border is cut out ready to hang.

Sidewall pattern, No. 2P234, per double roll.....12c

Cut-out border, 9 inch, No. 2P235, per yard.....2½c

Ceiling pattern, No. 2P236, per double roll.....12c

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Chicago Ave. Bridge CHICAGO

Pattern 2P238

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P238 **Price, Per Double Roll** **12c**

In the days of Tennyson's youth, with the coming of Spring, young men's fancy turned to thoughts of love; now it turns to wall paper as well. To the young couple planning their home, this paper will certainly make its strongest appeal. The colors are soft and pretty and considered very artistic. The semi-chambray effect in the background brings out that little floral spray, while the two-toned stripe gives it character and style.

The pretty cut-out border, with its spray of "La France" roses and green leaves, captivates the attention of every man and woman who has the proper sense of color. This number makes an ideal treatment for the parlor, sleeping room or guest room. For quality, designing and color tone, this paper is superior to many others sold elsewhere at double the price.

Sidewall pattern, No. 2P238, per double roll.....12c

Cut out Border, 9 inch, No. 2P239, per yard.....2½c

Ceiling pattern, No. 2P240, per double roll.....12c

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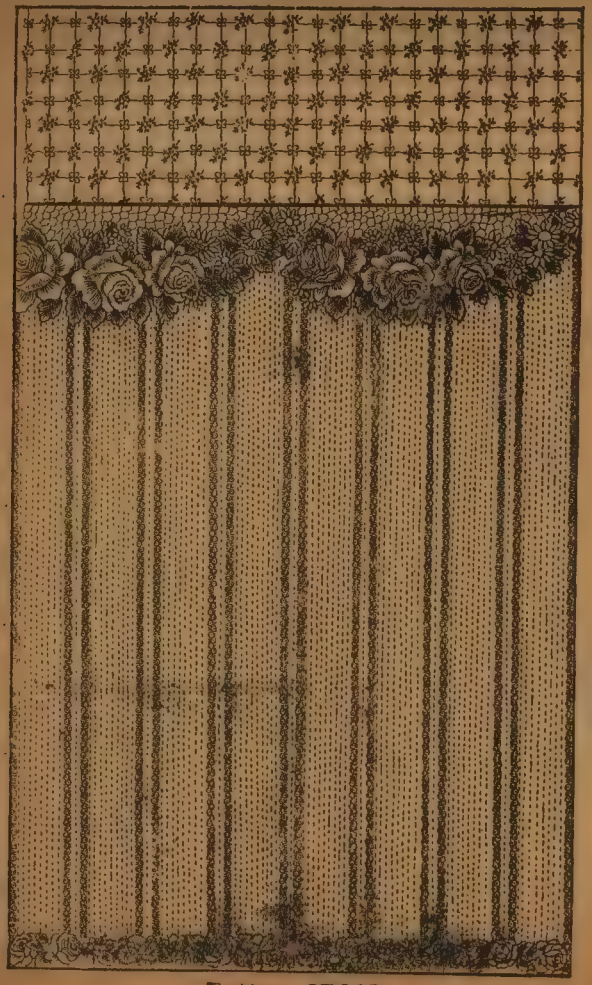

Pattern 2P242

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P242 **Price, Per Double Roll** **15c**

A guest arriving at a home, tired and wearied from travel, will soon awaken to the glories of his visit if shown to a room whose walls are covered with this paper. We can suggest nothing more inviting, or more exquisite than this quality. It shows refinement in line and color. A cloth over-print gives it a rich, silvery gray tint. A touch of lavender in tiny rose-buds forms the stripe and blends well with the gray, giving it dignity and refinement.

Full blown roses, shaded a pretty lavender with green leaves thrown carelessly together, form the cut-out border. The 3-inch band at the base gives it the final finishing touch, and classes it as a paper of superior worth and quality. Paper like this shows excellent taste, and will be admired and praised by everyone who sees it. A big value at our price. Worth at least 25c. The border is cut out ready to hang.

Sidewall pattern, No. 2P242, per double roll.....15c

Cut-out border, 9 in., No. 2P243, per yard.....2½c

Ceiling pattern, No. 2P244, per double roll.....15c

MONTGOMERY WARD & CO.

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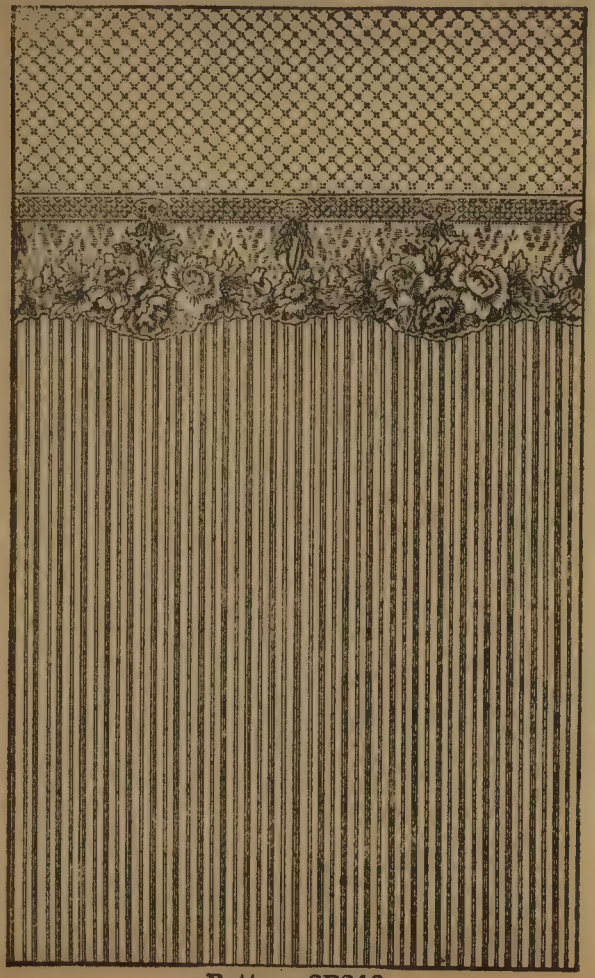
Chicago Ave. Bridge **CHICAGO**



Pattern 2P246

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P246 **Price, Per Double Roll** **15c**

The woman who understands the psychology of colors knows that certain tones are stimulating or depressing. In this paper we have the gray of the distant hills, which will prove restful and soothing as well as decorative. The background is a Chambray effect in a plaid design. A brown stripe outlined in green, contrasts prettily with the white stripe, giving it grace and dignity.

There is a spiritual significance about the peonies in the cut-out 9-inch border. A noted writer has said that the full-opened flower of a single peony is like the countenance of a living creature. The peonies are exquisite in coloring, and appear as if the sun's rays had faded them from a deep pink into a pale white. The foliage in the leaves and stems blend delicately. An ideal decoration for the guest room, sleeping room, or boudoir. On entering a room papered with this covering, one feels completely lost in silent admiration. This 9-inch border is cut out as illustrated, ready to hang. A dainty choice, worth at least 25c per double roll.

Sidewall pattern, 2P246, per double roll.....15c
Cut-out Border, 9 in. wide, No. 2P247, per yard....2½c
Ceiling pattern, No. 2P214, per double roll..... 9c

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Pattern 2P250

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P250

Price, Per Double Roll 15c

The pretty schemes and charming effects in refined homes are only secured by the use of proper color treatment. For the parlor and front sleeping room we can suggest nothing that will prove more inviting or dainty than this decoration. A light brown stripe alternating with a white stripe is very distinctive against a buff background in chambray.

Peonies in their natural state never appeared more perfect than they do in the 9-inch cut-out border. The green stems are caught in the lattice work in a pretty, careless way, leaving the flowers to adjust themselves at will. The coloring is exquisitely shaded from a pretty pink into a delicate white. The whole arrangement is good. We predict for it unusual sale. Women of taste will see in this beautiful creation the possibilities of making their rooms "a thing of beauty."

Sidewall pattern No. 2P250, per double roll.....15c

Cut-out border, 9 in. wide, No. 2P251, per yard....2½c

Ceiling pattern, No. 2P214, per double roll..... 9c

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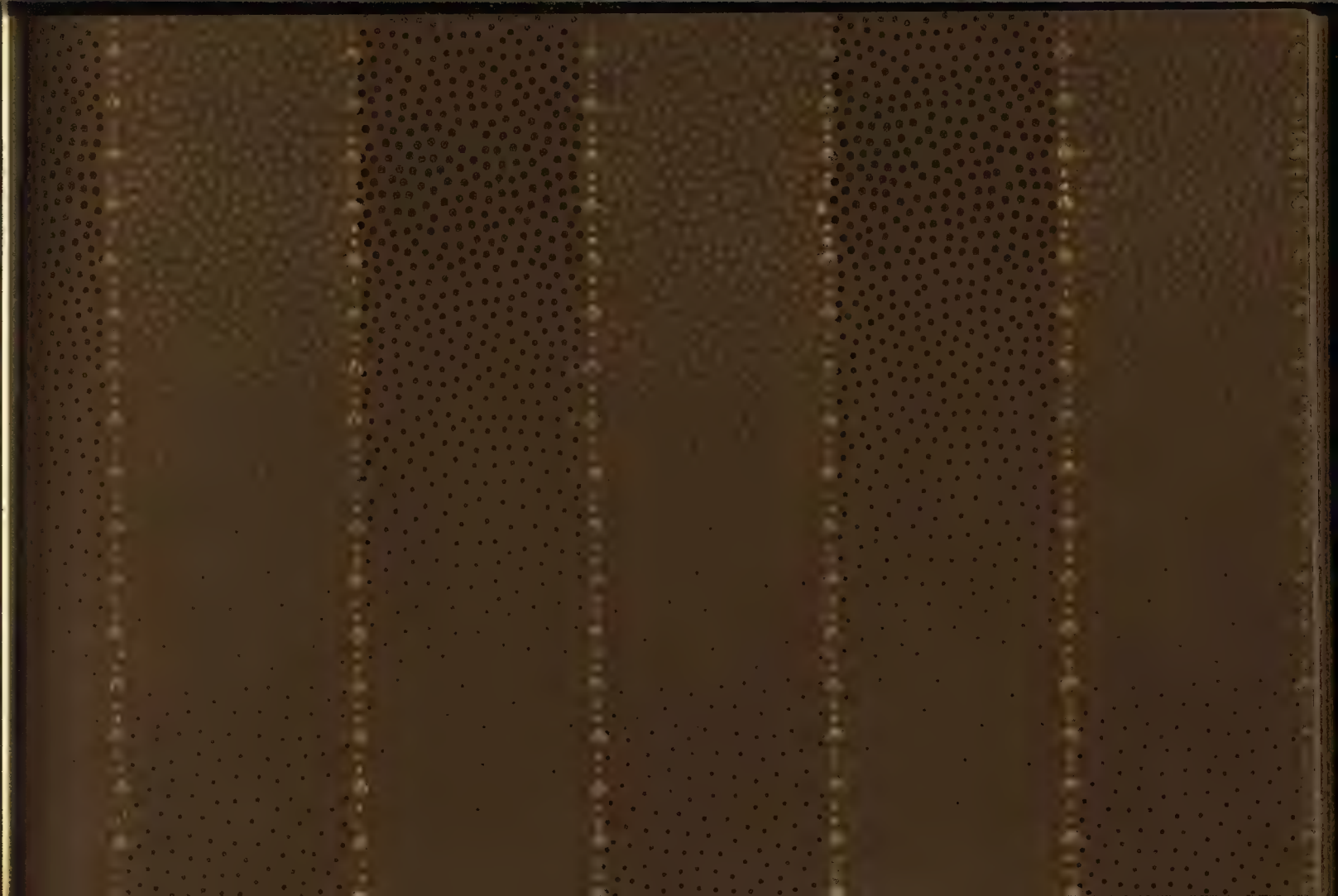

Pattern 2P254

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P254 — **Price, Per Double Roll** — **17c**

Interior decorators are very enthusiastic about this two-toned paper, and are using it in homes of the better sort. It denotes high-class designing, and harmonizes well with oak wood-work, or in fact, any of the natural woods. It is one of the newest shades shown this season, and may be used as an independent sidewall. The soft shades of chocolate brown, with that pin dot sprinkle of light tan playing over the surface, make the gold beaded stripe more distinctive.

The cut-out border will grip the attention of everyone that sees it. The artist has cleverly shown the rose climbing from a pergola, giving it that natural, rustic appearance. The petals of the large open roses are gently faded with the sun's rays and shades, from light tan to nut brown. A varnished gold edges the petals and leaves, and brings out the beautiful autumnal colors.

You cannot fully appreciate the beauty of this border until you put it on your wall. Cut-out borders are considered the very latest. If you wish to be up-to-date you must have at least one room in your home papered with this quality. It gives that added interest to the home, and reflects the personality of the owner. A welcome choice, worth at least 30c per double roll.

Sidewall pattern, No. 2P254, per double roll.....17c
Cut-out border, 9 in. wide, No. 2P255, per yard.... 3c
Ceiling pattern, No. 2P226, per double roll.....14c

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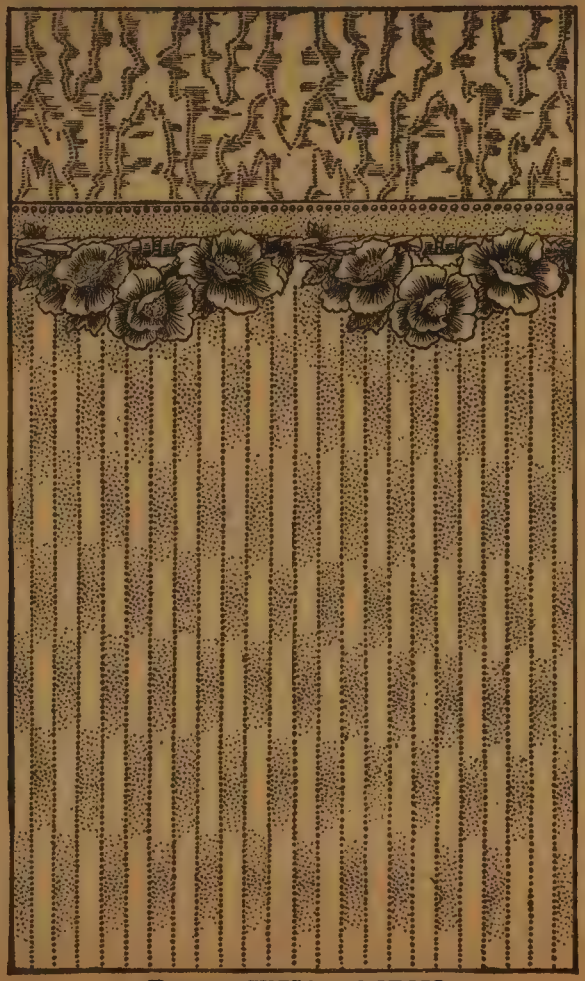

Pattern 2P254 and 2P258

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P258

Price, Per Double Roll 17c

The soft, restful, velvety tones in this paper, as well as dignified lines, make it a pleasing choice for parlor, library or living room. For a southern exposure you will find nothing that will compare with it in quality or price. A rich green forms the background, while a two-toned stripe with a little gold beading gives it a pronounced value.

The cut-out border is especially attractive. The autumn flowers change from golden yellow to dark brown. Varnished gold edges the flowers, producing that rich elegance found only in papers of this stamp and character.

Paper like this is the alpha and omega of successful decoration. They are the beginning and the end. This paper will find its way into the best furnished homes, homes where thought is given to the color scheme, and the relation of one room to another. It is an excellent quality and will prove a satisfactory choice. This border is cut and ready to hang.

Sidewall pattern No. 2P258, per double roll..... 17c

Cut Out Border 9 inch, No. 2P259, per yard..... 3c

Ceiling pattern, No. 2P226, per double roll..... 14c

Worth 30c per double roll.

See list of mouldings on back cover.

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Chicago Ave. Bridge CHICAGO

Pattern 2P262

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P262 **Price, Per Double Roll 16c**

The lines in this embossed satin stripe give it a colonial, dignified appearance. The two-toned effect is very charming. For the guest room, sleeping room, or parlor this number will prove a pleasing choice. It has a soft, restful influence which is always appreciated.

The 18 inch cut-out border is a "thing of beauty." A cloth effect over-print gives it the appearance of a slight mist. The large, beautiful sprays of roses appear fluttering in the breeze, as if blown by a gentle wind. They are so natural, you almost feel tempted to take one.

The cut-out border has what is known as a base (that is, a small decoration drawn at the bottom of the border) which is already cut out, ready to be pasted around the baseboard of the room.

You will find greater economy in buying these borders from us, as the average sellers ask one price for the top of the border, and another price for the bottom or base when cut out.

This border is sold only as illustrated.

You save at least 10c per roll by buying your paper from us besides getting quality as well as design.

Sidewall pattern, No. 2P262, per double roll.....16c
Cut-out Border, 18 in., No. 2P263, per yard.....3½c
Ceiling pattern, No. 2P216, per double roll..... 9c

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

Pattern 2P266

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P266 — **Price, Per Double Roll** — **16c**

Wall paper is the foundation stone upon which all the elements of successful home furnishings are constructed.

If your wall treatment is correct, your other furnishings will be. We consider this number very choice, and know it will be welcomed in every American home, whether it is the village cottage, the mountain bungalow, or the city palatial residence.

A miniature frame in a natural wood color shines out from a mica background. A tiny figure in the center of this frame proves very unique and interesting

The colors of the fields and woods, the green foliage, and browns of tree trunks, are charmingly shown in the border. The gray of the morning is seen peeping through the leaves, while a beading edges them, giving them that drooping appearance, as if wet with the moisture of the morning's dew.

The Autumn colors in warm tans, wood browns, and rich greens, make this a big favorite for the parlor, library, the much used living room or the highly prized dining room.

This border has what is known as a base—that is, a small decoration drawn at the bottom of the border. You will find greater economy in buying these borders from us, as the average seller asks one price for the top of the border and another price for the bottom or base when cut out.

This border is only sold cut out as illustrated. We have the borders cut out by machinery, making the work accurate and perfect.

Sidewall pattern, No. 2P266, per double roll.....16c
Cut-out border, 18 in., No. 2P267, per yard.....4c
Ceiling pattern, No. 2P228, per double roll.....14c

RETAIL VALUE 25c

Room mouldings ½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

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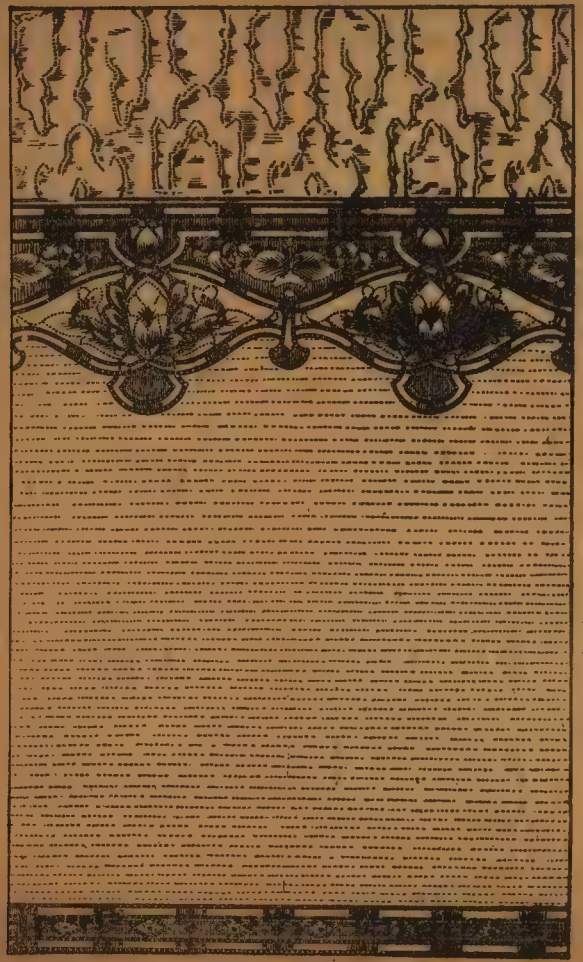
Chicago Ave. Bridge **CHICAGO**



Pattern 2P270

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P270 **Price, Per Double Roll** **18c**

Whether you are planning a new home, or intend selling or renting your present home, you will find it to your advantage to decorate your walls with this paper. It will give your home that high-class, permanent value that can only be attained by the use of distinctive paper. The pattern is a fac-simile of a rich and distinguished Japanese grass cloth, so near like the original, it is difficult to distinguish it.

The spirit of progressiveness is admirably shown in the exclusive 18-in. cut-out border. The design is faultless, the color harmony exquisite. The rich but subdued shades of light and dark tans, soft greens, golden yellow, dark browns, punctuated with gold and outlined in a deep rich red, make it a rare and interesting choice. It is a paper that will enhance the beauty of any home.

Especially adapted for the living room, library, parlor, or reception hall. At our money-saving price you can well afford to paper at least one room in your home, with this ideal wall covering.

This cut-out border has what is known as a base, that is, a small decoration drawn at the bottom of the border and put on around the baseboard of the room, as shown in the illustration. You will find greater economy in buying this border from us, as the average seller asks one price for the top of the border, and another price for the bottom or base.

This border is sold only as illustrated.

Sidewall pattern, No. 2P270, per double roll.....18c
Cut-out border, 18 in., No. 2P271, per yard..... 4c
Ceiling pattern, No. 2P228, per double roll.....14c

RETAIL VALUE 25c

Room mouldings 1½-inch wide, in gold and colors to match this paper, sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

INDEPENDENT SIDEWALL

Pattern No. 2P274 | **Price, per Double Roll** **22c**

Perhaps this is just what you are looking for in an independent sidewall treatment. An imitation grass cloth forms the background, while a rich green ribbon stripe, embroidered with a gold lace edge, gives it a pronounced value. The wide stripe always lends dignity and repose, and shows excellent judgment. Refined people as a rule, always choose the simple but effective lines. This paper can be used for the entire wall, or lower third.

Perfect harmony is shown in the embossed moire ceiling. Slight touches of varnished gold produce a rich appearance. The light and dark tones give it a soft, mellow glow, which is of the better grades. A pretty way to use this paper is to let the ceiling drop down, so as to occupy the space ordinarily occupied by the border.

This pattern produces an attractive and distinctive parlor treatment.

Independent sidewall pattern, No. 2P274, per double roll 22c

Independent ceiling pattern, No. 2P226, per double roll 14c

RETAIL VALUE, 40c.

Room mouldings 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price per foot, 2c. See list of mouldings on back cover.

Montgomery Ward & Co., Chicago Ave. Bridge, CHICAGO

Pattern 2P278

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P278 **Price, Per Double Roll** **24c**

A soft, rich, artistic wall covering that shows the influence of cultivated thought. It will appeal alike to the writer, the traveler, the man or woman who is accustomed to find in homes a certain charm of romance. There is that certain balance of breadth and repose in the wide stripe, as well as color tones, that will lend dignity and refinement to any home. The rich golden browns, light tans, bronze greens, and golden yellow, glitter and shimmer, reflecting that extra quality found only in papers of this character. A golden stripe punctuated by dark brown dots is so distinctive.

The soft silken velvet tones of the green leaves and old rose flower in the 9-inch border, outlined in black, and studded in gold make it a rare choice. The sunshine streaming through yellow curtains will give your room that persuasive charm. It will make you feel as if you could never enter it too early or leave it too late.

The cut-out border gives it that decorative touch not found in the ordinary type of borders. It is individual, and will eclipse anything you have seen in quality, texture and tone. Exclusive for parlors, reception hall, or dens.

The border is cut out ready to hang.

A big money-saving quality at our price. Easily worth 35c per double roll.

Sidewall pattern, No. 2P278, per double roll.....24c
Cut-out border, 9 in. wide, No. 2P279, per yard.....2½c
Ceiling pattern, No. 2P226, per double roll.....14c

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

INDEPENDENT SIDEWALL

Pattern No. 2P282 **Price, per Double Roll 30c**

The rich copper bronze effect in this independent sidewall treatment will appeal to many. It is distinctively rich and refined, and will prove a top-notch leader. For the restful living room, with its cheerful fireplace, soft hanging draperies, easy chairs, and pretty rugs, you have a room fit for a king, which the humblest subject can enjoy. The binding of red morocco leather books peeping through the book-case gives a pretty suggestion of color. This paper may be used with exquisite taste for the entire wall or lower third.

The soft, mellow glow of the embossed moire ceiling, streaming into the room, gives it a restful and refining influence. Slight streaks of varnished gold have the same effect as sunshine has on water. The proper way to use this paper is to let the ceiling drop down, so as to occupy the space generally devoted to the border.

Independent sidewall pattern, No. 2P282, per double roll 30c

Independent ceiling pattern, No. 2P226, per double roll 14c

RETAIL VALUE, 50c.

Room moulding 1½ inch wide, in gold and colors to match this paper; sold only in 12 ft. lengths. Price, per foot, 2c. See list of mouldings on back cover.

Montgomery Ward & Co., Chicago Ave. Bridge, CHICAGO

Pattern 2P286

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P286 **Price, Per Double Roll** **22c**

Go into some of the new up-to-date homes and you will find this quality of paper largely used. It is a permanent colored Oatmeal Ingrain, that will give complete satisfaction. People nowadays vie with one another in making the exterior and interior of their homes not only different, but try to surpass in beauty anything their neighbors have. This paper will give your home that different note which shows individuality. The band stripe is refined with touch of green and red. A chain-like beading of gold up the center gives it character. Hair-line stripes in brown over the tan background are distinctive and smart.

The gracefully cut-out border will win your confidence the moment you see it on your wall. The rich bronze green and old gold, mingling in pretty contrast with the light tan and dark brown with that dash of red, is certainly very rich. The black dots make it a pronounced success. With the rich soft glow of the yellow embossed gold ceiling, you will have one of the finest up-to-date wall treatments ever produced.

Appropriate for parlor, living room, library or den. At a saving to you of at least 35c per double roll.

This cut-out border is sold only as illustrated.

Sidewall pattern, No. 2P286, per double roll.....22c

Cut-out border, 9 in., No. 2P287, per yard.....2½c

Ceiling pattern, No. 2P226, per double roll.....14c

MONTGOMERY WARD & CO.

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Chicago Ave. Bridge **CHICAGO**

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P300 **Price, Per Double Roll 30c**

For the Master's den, or the family living room, you will find nothing richer or more select. A gold cloth overprint makes this two-toned permanent colored Duplex Oatmeal pattern an interesting and fascinating choice. The fine hair-line stripe is distinctive and refined. With paper of this character, you always associate the cheerful glow of the fireplace, the luxurious inviting Davenport, a mammoth library table, rich but subdued hangings, a few odd chairs, and pictures of historic interest. The completed picture is one of comfort and quiet, as well as elegance and repose. This paper comes in brown, tan, or green, and shows strength of character as well as durability.

A stenciled effect is carried out in the cut-out border. Pastel shades in old rose and leaf green play over a rich, warm brown background. A gold beading distinguishes it from anything you have ever seen, and makes it a border of high class decorative art.

This border has what is known as a base; that is, a small decoration drawn at the bottom of the border, which is cut out, and pasted around the baseboard of the room. This band measures 3 inches.

This Cut-Out Border Is Sold Only as Illustrated.

People with good taste will see the economy of selecting this quality of paper, as the service it gives, to say nothing of the pleasure derived by looking at it, compensates for the money invested.

Sidewall pattern, No. 2P300, Brown, per double roll . 30c
Cut-out border 18 inches, No. 2P301, per yard 4½c
Ceiling pattern, No. 2P226, per double roll 14c
Sidewall pattern, No. 2P304, Tan, per double roll . . . 30c
Cut-out border, No. 2P305, per yard 4½c
Ceiling pattern, No. 2P226, per double roll 14c
Sidewall pattern, No. 2P308, Green, per double roll . . 30c
Cut-out border, No. 2P309, per yard 4½c
Ceiling pattern, No. 2P226, per double roll 14c

MONTGOMERY WARD & CO.

New York, Chicago, Kansas City, Fort Worth, Texas, Portland, Oregon

Chicago Ave. Bridge **CHICAGO**

Pattern 2P312

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P312 — **Price, Per Double Roll** — **30c**

Where is the unmarried man who has not honestly longed for a home of his own, where he might draw around him his ideas and ideals? This Duplex Oatmeal Paper gives one the right idea of decorating the home. The quality, as well as the color tone, are noteworthy features. Paper like this lifts you from the common and creates an impression on your mind that is not easily effaced. For the parlor, library, living room, or reception hall, this paper will prove a charming treatment. We are quoting this paper in three colors, tan, brown or green. People are beginning to appreciate more and more, the efficacy of adorning their walls with permanent non-fading papers of character.

The Bulgarian colors in the cut-out border are certainly pleasing and attractive. Two beautiful roses in golden tan with the petals touched in gold, appear as if blown by a gentle wind. The green leaves, as well as a little pink flower, contrast prettily and show artistic ability. Varnished gold edges the leaves and petals, producing a rich effect.

This border has what is known as a base—that is, a small decoration drawn at the bottom of the border, which is cut out and pasted around the base-board of the room. This band measures three inches and makes a pretty finish. Retail value 50c. **This cut-out border is sold only as illustrated.**

Furnished in Three Colors as Quoted.

Sidewall pattern, No. 2P312, like sample, per double roll 30c
Cut-out border, 18 in., No. 2P313, per yard 4½c
Ceiling pattern, No. 2P226, per double roll 14c
Sidewall pattern, No. 2P316, brown, per double roll .. 30c
Cut-out border, 18 in., No. 2P317, per yard 4½c
Ceiling pattern, No. 2P226, per double roll 14c
Sidewall pattern, No. 2P320, green, per double roll .. 30c
Cut-out border, 18 in., No. 2P321, per yard 4½c
Ceiling pattern, No. 2P226, per double roll 14c

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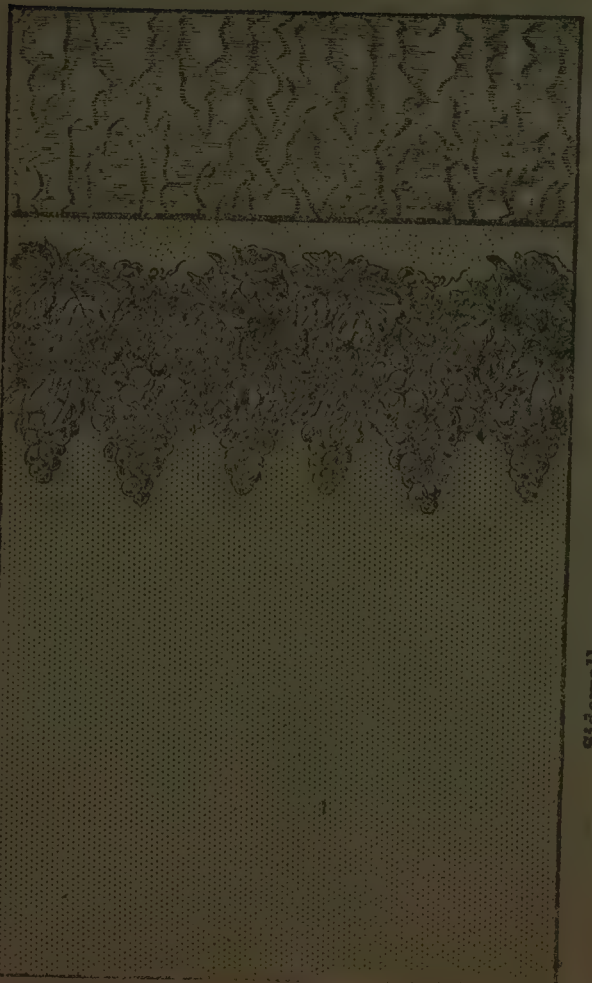

This Description Is Printed on the Back of the Paper It Describes.

SEE REVERSE SIDE FOR PATTERN AND COLORS.

Pattern No. 2P324 **Price, Per Double Roll** **24c**

For the public banquet hall, hotel dining room, or the private residence, this permanent color Duplex Oatmeal Pattern will prove a big success. It comes in three colors—green, tan or brown. The plain, solid colors give you an opportunity to introduce any color scheme you choose. It will harmonize well with any of the wood finishes, and makes an excellent background.

California grapes growing from the vine never appeared more luscious, or more tempting, than they do in the cut-out border. For that reason we know it will make a most inviting and hospitable dining room treatment. A cheerful decorative atmosphere always adds to the enjoyment of any meal. Your guests will always appreciate and remember with joy the pretty dining-room long after the meal has been forgotten. In this design the green grapes just beginning to color contrast prettily with the large ripe purple ones, almost ready to burst. A varnished gold effect outlines every grape and leaf, and forms a cloth overprint which is sure to be appreciated.

The quality of this paper stands on its own merits. It needs no introduction. You know when you get a **Duplex Oatmeal** Paper you are getting one that is superior in value to any other oatmeal paper.

We furnish the border cut-out only, as illustrated.

Sidewall, No. 2P324, like sample, per double roll....24c
Cut-out border, 18 in., No. 2P325, per yard..... 4c
Ceiling pattern, No. 2P226, per double roll.....14c
Sidewall pattern, No. 2P328, Brown, per double roll.24c
Cut-out border, 18 in., No. 2P325, per yard..... 4c
Ceiling pattern, No. 2P226, per double roll.....14c
Sidewall pattern, No. 2P332, Tan, per double roll...24c
Cut-out border, 18 in., No. 2P325, per yard..... 4c
Ceiling pattern, No. 2P226, per double roll.....14c

RETAIL VALUE 35c

MONTGOMERY WARD & CO.

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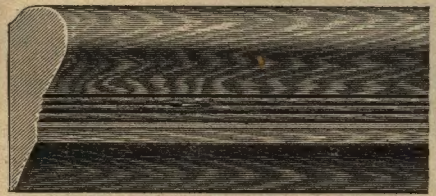
Chicago Ave. Bridge **CHICAGO**

OAK AND FANCY ROOM MOLDINGS



Imitation Oak, Georgia Pine, and Genuine Oak Moldings. Perfect grain, and highly polished. Can be used with any color paper or decoration. Shipping weight, per foot, about 3 oz.

2PP6035—Imitation Oak, 1½ inches wide.
Price, per foot **1½c**

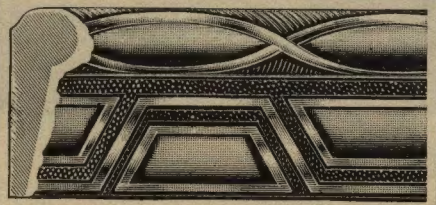
2PP6041—Imitation Georgia Pine, 1½ in. wide.
Price, per foot **1½c**

2PP6045—Genuine Oak, 1½ inches wide.
Price, per foot **2c**

2PP6051—Genuine Oak. Same as above, 2 inches wide. Price, per foot **2½c**

2PP6061 **A molding which goes well with red wall paper,** or any paper having red and gold, as the bottom part is a pretty shade of red with gold design, and an all gold top. Width, 1½ inches. Shipping weight, per foot, about 3 oz.
Price, per foot **2c**

2PP6065 **A very neat and artistic molding in a scroll design.** The bottom is a shaded green moire effect, with oxidized gold top, which is entirely new and pretty. We especially recommend this number where you wish to use green paper, or paper with touches of green. Width, 1½ inches. Shipping weight, per foot, about 3 oz.
Price, per foot **2c**



2PP6055 **This is a Very Handsome and Decorative Molding,** in design like illustration. The background is green, with gold design, and is most attractive when used with green wall paper. Width, 1½ inches. Shipping weight, per foot, about 3 oz.
Price, per foot **2c**

2PP6075 **Best Burnished Gold Molding Made.** 1½ in. wide. The design is perfectly plain, all gilt, of the highest polish, which makes it the finest obtainable. The finish is very lasting, and can be used with any color wall paper or decoration. Shipping weight, per foot, about 3 oz.
Price, per foot **2½c**

2PP6081 **Fancy all gilt molding, in one of our choicest patterns.** This is a very effective design, and can be used perfectly with any style of decoration, or on any color walls. Width, 1½ inches. Shipping weight, per foot, about 3 oz.
Price, per foot **2c**

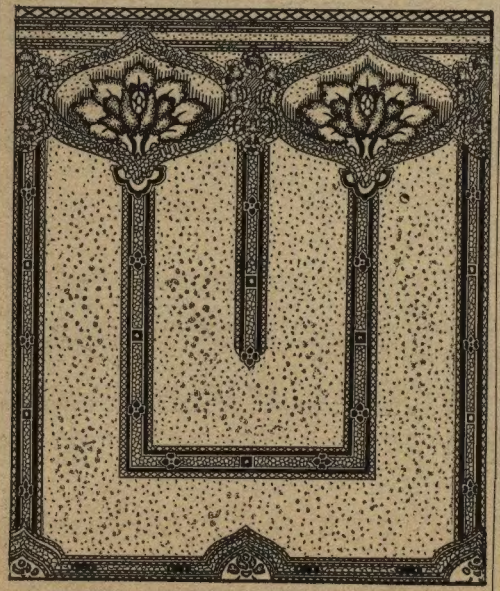
2PP6095 **Any one possessing an eye for art will appreciate the artistic effects marked out in this exclusive design.** The lower part is finished in gold bronze with a brown tint, and the upper part is a bright gilt. Width, 1½ inches. Shipping weight, per foot, about 3 oz.
Price, per foot **2c**

2PP6101 **Highly Polished White Enameled Molding.** Made 1½ inches wide. There is none prettier than an all white for bed rooms, parlors, etc., where you have light colored wall paper or decorations. Shipping weight, about 3 oz. per foot.
Price, per foot **1½c**

Oak Chair Rail or Divider

2PP6151 **Genuine Oak Chair Rail,** 2½ inches wide and highly polished. It is used for panelling in dining rooms, hall, etc.; also as a divide between the dado and upper wall paper, and prevents chairs from defacing the walls. All our moldings are superior in quality and finish.
Price, per foot **4c**

Embossed Gold Border and Divider or Edger



The above illustration shows one of the unique and striking panel effects which can be obtained by using this crown border and edger decoration over plain oatmeal papers. It is a most perfect and complete decorative combination scheme. The border and edger are of the same combination of colors, which are green, red, bronze gold, and yellow gold, on a buff ground. This combination will harmonize perfectly with any tan, brown, green, or red paper. 2P335 is easily cut out, and the extension at the bottom makes a fine finish above the base-board, as shown in cut. For panelling and crown effects, use 2P345 in connection. The border is 18 inches wide, and the edger, or divider, 2¾ inches wide, both on the same heavy embossed stock. You can hardly imagine the lovely effects these decorations bring out.

2P335—Border 18 inches wide, including base.
Price, per yard.....3½c

2P345—Edger 2¾ inches wide. Price, per yard.....1½c

GRAPE CUT-OUT BORDER

3P355—This beautiful grape border can be used with excellent taste on any plain or stripe paper, as the effect is similar to fresco painting, the colors being rare Autumn shades of leaf green, old gold, bronze, brown, natural grape, and other harmonizing effect. The leaves and grapes are all outlined with heavy bands of gilt, while the entire border is arrayed with glittering gold. This border is cut out along the bottom edge of the design ready to hang, which is very necessary to produce the strong decorative effect.
Price, per yard, 18 inches wide, cut out.....4c

9-IN. FLORAL CUT-OUT BORDER

Where you wish a handsome, decorative 9-inch floral border, it would be impossible to find a more desirable one than this, where it can be used in harmony with green, tan or brown papers. The open flowers are principally browns and tans, shading in soft French greys, and surrounded by green leaves and wide gold lines. An added decoration may be observed running through the upper petals, which form a graceful beading effect. The back ground can be furnished in either green or tan. Mention color wanted. The illustration gives you some idea of the classic design. This border is cut out along the bottom edge of the design, this being necessary to give it the unusually handsome effect.
2P255—9 inches wide. Cut out. Color, **brown,**
Price, per yard 3c
2P259—9 inches wide. Cut out. Color, **green.**
Price, per yard 3c

PAPER MOULDINGS AND DIVIDER

2P375—A very neat Gilt Border. A perfect imitation of real moulding, used largely in place of wood mouldings. Is 1⅞ in. wide, in green and gold, brown and gold, or red and gold. Also used for paneling or in any other decorative way. **Mention color wanted.**
Per yard, 1⅞ in. wide.....1c

2P385—One of the best and most decorative paper edgings ever made. It is 2½ in. wide, in gold and colors, and the design, as illustrated above, can be utilized in any way that taste may dictate. Paneling side walls and ceilings is very popular. The predominating colors are green, brown and tan. Mention color wanted.
Per yard, 2½ in. wide.....1½c

Imitation Wood Wall Veneer

A remarkable reproduction of the grain of wood on paper. Taken from the actual wood. Suitable for walls in dining rooms, halls, dens, etc. Also floors for borders around rugs. Very excellent results can be obtained by hanging the paper in strips up to the plate rail, then paneling off the surface with plain wooden strips two or three inches wide. There are many styles of panels, depending on the ideas of the decorator. Width, 36 inches. Each roll contains 16 yards. Shipping weight, about 4 lbs.
2P6001—Light Oak. Per 16 yard roll..$1.35
2P6003—Dark Oak. Per 16 yard roll.. 1.35

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This book contains a lot of valuable information about painting, varnishing, kalsomining, etc.—information you ought to have before you do a bit of "brightening up." It will tell you how to figure the exact amount of paint you will need for your purpose, will tell you what to do and what not to do to get a satisfactory job, and will advise you what paint is best for certain purposes.

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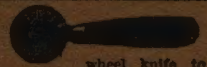
2S 770 — Smoothing Brush To brush out the wrinkles. Made with two rows of white fibre, wire drawn, 10 in. wide. This is the best brush of its kind in the market and makes a good brush for a small job. Weight, 8 oz. Each.....11c



2S 794 — Wheel Knife for trimming wall paper with straight edge shoulder on both sides. A very popular wheel knife to be used with straight edge; excellent quality, 2-inch blade. Weight, packed, 3 oz. Each 19c

2S 782—Paper Hangers' Maple Seam Roller, 2-in. oval face, two-piece nickel frame; wt., packed, 4 oz. Roll the seams flat with this tool; it will finish work and give it a professional, smooth effect. Each.....11c

Painters' Time Saver

Prevents Daubing the Wall When Painting

2S 852—This is a very handy article, for the painters' finisher or for household use; also used when washing woodwork, to prevent the wall decorations from being soiled. It is invaluable to the experienced painter, as well as the amateur. Is made of light metal, highly polished. Shipping wt., 5 oz. Each 15c

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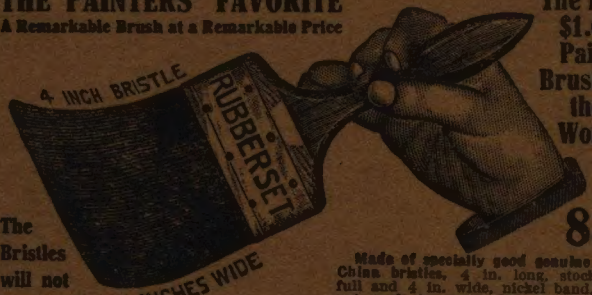
A Remarkable Brush at a Remarkable Price



The Best $1.00 Paint Brush in the World for 83c

The Bristles will not come out

Made of specially good genuine black China bristles, 4 in. long, stock very full and 4 in. wide, nickel band. Do not soak in water long and it will remain springy until worn out and will do first-class work. We guarantee this is better than any other $1.00 brush. Weight, packed, 12 oz.
2S 701—Paint brush 83c

Little Gem Trimmer and Six-Foot Steel Bound Straight Edge, $2.50

2S 827 — The Standard Little Wall Paper Trimmer. Simple, compact, practical and self-adjusting; has a perpendicular up and down movement duplex in its action this gives the trimmer greater cutting capacity than other trimmers on the market. Complete outfit consisting of trimmer, six-foot steel bound straight edge, and zinc strip length of straight edge. Wt. about 6 lbs. All for.....$2.50

2S 809 — Best quality steel serrated wheel trimmer knife combined with a good corner knife, which is very convenient. Shipping weight, 4 oz. Each 34c

For a paste Brush a Whitewash Brush answers every purpose and is much the cheapest.

2S 486 — Whitewash Brush made of black China bristles 2¾ in. long, metal bound. Width, 7 in.; wt., 11 oz. Each 45c

2S 812 — Best quality steel square point butting knife, cocobola handle. This is a very handy tool in hanging paper, also as a leather knife or for household purposes. Shipping weight, 3 oz. Each 15c

2S 752—Magic Graining Roller, with handle, directions with each, only 27c

2S 815—Paper Hangers' Shears for paper cutting; best steel, no better made laid-steel blades. Length, 12 in. Postage, extra, 15c. Each 70c

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